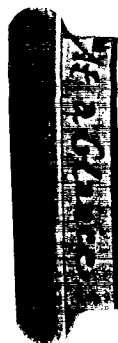


2042835478



REBECCA AYARS

Public Relations

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(609) 589-8153
Fax (609) 582-6209

SUMMARY...AT A GLANCE

\$750,000 Virginia Slims of Philadelphia
November 7-13, 1994

1. ATTENDANCE:

- * Over 43,000 Philadelphia area tennis fans attended the Virginia Slims of Philadelphia. This is good when you factor in the decrease in capacity to a 5000-seat venue.

2. MEDIA COVERAGE:

- * Total print circulation of over 107,000,000 (tracked) and a total readership of over 268,000,000 (tracked), a 50% increase over last year.
- * Expanded sports coverage in the Philadelphia Inquirer, both in advance and tournament week, to higher levels than ever before. Also expanded off-sports coverage in the Inquirer. Excellent sports coverage in the Daily News, as in past years.
- * Accredited 130 media to cover Capriati's return to tennis, resulting in hundreds and hundreds of stories worldwide.

3. PUBLICITY PLAN HIGHLIGHTS:

- * Announcement of Tournament's New Home (May)
- * Lisa Raymond Media Day (September)
- * National Anthem Contest (October)
- * The Draw & Court Christening, featuring the Mayor

4. CONVENTION CENTER HIGHLIGHTS:

- * Dramatic practice court & dining area
- * Spacious & attractive site & layout.

5. DEMONSTRATIONS:

- * Same group of ten protesters from previous years - enthusiastic, but orderly and peaceful. A non-event.

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RECOMMENDATIONS & COMMENTARY \$750,000 Virginia Slims of Philadelphia November 7-13, 1994

The following are comments and recommendations to take into consideration in for future events.

1. MARKETING/PUBLIC RELATIONS:

- * Ayars Public Relations and IMG staff members worked together effectively to maximize promotional and publicity opportunities at several key advance events, particularly the Lisa Raymond Media Day and the National Anthem Contest.
- * For future years, the public relations team could generate more publicity on key promotional activities if given at least several weeks notice.

2. VENUE:

The new venue was definitely an attraction in and of itself for area tennis fans. Many attendees and members of the media commented on how wonderful the set-up was, particularly in the Center Court and practice court areas.

Several problem areas to be addressed:

- * **Parking** -- There were several designated lots for ticketholders and media, arranged for by the Convention Center. Unfortunately, they were not set-up to accommodate people attending late matches or media covering night matches. On at least one occasion, the lot was closed at 12 midnight, leaving fans and staff stranded without their cars until the next day!
- * **Media Catering** -- AraMark, the facility's in-house caterer, was over-priced and the food they provided, below average. We were told that for \$10/person at lunch and dinner, the media would get a "big spread, with many hot and cold choices" at both meals daily. What they delivered was mediocre lunch fare at both meals. Ayars PR ended up "returning chits" and bringing in pizza and thai food on several occasions for staff and media. (We are not paying for the many chits we returned.)

- more -

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Virginia Slims Recommendations
Add 1

2. VENUE (Con't)

* Catering (con't)

Also, the concessions stands were often closed, at times when the public was looking for food and drink. (For instance, they closed at 8:00 p.m. on Friday night, when the evening matches were just getting going.

3. TOURNAMENT OPERATIONS:

- * **Tournament Week Communications** -- As always, critical information, such as the schedule of play, needs to be communicated to the PR team in a timely manner. The next day's schedule is often not set until well after 7:00 and even 8:00 p.m., leaving the media clamoring for it to make early deadlines.
- * **Lateness of Evening Sessions** -- Media and fans alike complained about the lateness of the evening sessions. On one occasion, the feature match with local Lisa Raymond, did not get underway until after 10:00 p.m., with only several hundred people in the stands. If doubles matches could be played on an alternate court, when needed, this would help solve the problem.

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Credential list

Media Summary

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MEDIA SUMMARY & ANALYSIS:
1994 \$750,000 Virginia Slims of Philadelphia

I. INTRODUCTION:

The two primary objectives set forth in our 1994 Publicity Plan were: 1) to capitalize on the tournament's new home to create new interest among media and tennis fans; and 2) to generate more extensive advance coverage, both on and off the sports pages, in the Philadelphia Inquirer.

While Jennifer Capriati's return made the Virginia Slims of Philadelphia "the sports story of the week," we're pleased to report the above goals had been achieved even before the Capriati comeback was announced.

Some highlights of our 1994 publicity efforts:

- * A Total Print Circulation of over 107,000,000 and Total Readership of over 268,000,000 resulted from publicity efforts - over 50% more than previous years. (Tracked to date, clipping locally from 9/94 - 12/94)
- * The "New Site" Announcement - in a May News Conference with Mayor Rendell - brought the tournament greater visibility six months out than ever before, peaking the interest of regional business and convention reporters as well as sports and entertainment media.
- * The Lisa Raymond Media Day in September drew every major media outlet in the area and became the most successful advance event we've planned to date.
- * The Philadelphia Inquirer ran five advance sports stories (as well as notes) about the event - on The New Site; Lisa Raymond; Capriati Comeback; The Draw; and Conchita Martinez - more than ever before. We also generated 16 off-sports placements in the Inquirer alone.
- * Some 100 advance sports stories and notes were achieved in regional publications, including 14 significant sports placements in the Daily News, seven of which were stories or full column features.
- * We accredited over 130 national, international and local media for Capriati's comeback, double that of previous years. This resulted in hundreds of articles - many with sports cover placement, large photo spreads, and front page teases - in media outlets all over the world.

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II. HIGHLIGHTS OF ADVANCE PUBLICITY ACTIVITIES:

NEW SITE ANNOUNCEMENT (5/25):

We organized a news conference in the Mayor's Reception Room, to announce the event's move to the Pennsylvania Convention Center. Barbara Perry, Mayor Rendell and Robert Butera of the Convention Center made the announcement and then participated in a "ceremonial signing" of a large contract we created.

The event was successful in generating some very positive, early placements, both on and off the sports pages. Also, the tournament's reputation was further enhanced by the enthusiastic support of Mayor Rendell.

Resulting publicity:

Print:

-	5/24	Inquirer	Sports Article
-	5/24	Daily News	Sports Article
-	5/25	Inquirer	Business Notes
-	5/26	Courier Post (NJ)	Sports Notes
-	5/26	Trenton Times (NJ)	Sports Notes
-	5/26	News Journal (DE)	Sports Notes
-	5/26	Times Herald (PA)	Sports Notes
-	5/27	Daily News	Sports TV Note
-	5/29	Phila. Tribune	Article
-	6/3	Phila. Business Journal	Article
-	6/3	The Sun	Article/Photo

Electronic: (We responded to requests from)

-	5/25	KYW-TV	6 PM News
-	5/25	WPVI-TV	6 PM News
-	5/25	WCAU-TV	6 PM News
-	5/25	CNN	Headline News

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Virginia Slims '94 Media Summary
Add 2

NEW SITE (Con't):

-	5/25	KYW NewsRadio	Daily reports
-	5/25	WWDB-FM	News
-	5/25	WYSP-FM	News
-	5/25	WDAS-FM	News
-	5/25	WRTI-FM	News
-	5/25	PA. Radio Network	News

LISA RAYMOND MEDIA DAY (9/15):

The Lisa Raymond Media Day was the most successful advance event held to date for the Virginia Slims of Philadelphia. We started with a photo & interview opportunity at a tennis club, then moved to The Rittenhouse for a media luncheon where Barbara Perry announced the top field entries. In addition to great sports coverage, we were able to accomplish a terrific photo feature on Raymond in the much-read "Philadelphia Magazine."

The resulting publicity:

Print:

-	9/16	Inquirer	Sports Feature
-	9/16	Daily News	Sports Story
-	9/16	Trenton Times (NJ)	Sports Feature
-	9/16	Courier Post (NJ)	Sports Notes
-	9/16	News Journal (DE)	Sports Notes
-	9/16	Delaware Co. Times (PA)	Sports Feature
-	9/23	Mainliner News	Article
-	11/94	Philadelphia Magazine	Feature/Photo

Electronic: (we responded to requests from)

-	9/15	WPVI-TV	6 PM News
-	9/15	WCAU-TV	5, 6 & 11 PM News
-	9/15	KYW-TV	6 PM, 11 PM News
-	9/15	WXTF-TV	10 PM News

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Virginia Slims '94 Media Summary
Add 3

RAYMOND MEDIA DAY (Con't):

- 9/15 WSSJ-AM "Joe Pellegrino Show"
- 9/16 KYW-TV 6 AM News

NATIONAL ANTHEM CONTEST (10/20):

The National Anthem Contest was another successful publicity event that brought the tournament great off-sports placements in much-read columns all over the region. We worked with IMG staff on the event and invited entertainment media and local celebrities, hockey broadcaster Gene Hart and his daughter Lauren Hart (a rising star on the music scene), to judge.

The resulting publicity was terrific:

Print:

- 10/18 Inquirer Features: Newsmakers (most read)
- 10/19 Inquirer Metro column
- 10/20 Inquirer Entertain./"Going Out" Column
- 10/20 Courier Post (NJ) Pop Music Column
- 10/20 Bucks Co. Times (PA) Music Column
- 11/4 Delaware Co. Times (PA) Music Column
- 11/6 Pottstown Mercury (PA) Music Column

Electronic: (we responded to requests from)

- 10/16 WMMR-FM "Street Beat Show" (Cyndy Drue)
- 10/20 WPVI-TV 11 PM News (Entertain. Seg.)
- 10/20 Ch. 17 "Inquirer News Hour" 10 PM News

CAPRIATI COMEBACK ANNOUNCEMENT (11/3):

Ayars PR collaborated with Barbara Perry and Jim Fuhse to make the announcement of Capriati's return to tennis. Ayars PR set up interviews with Perry and our local AP writer, the Inquirer and Daily News to "beef up" the announcement. By targeting key national and regional papers and wire services with the release, we ultimately generated stories in hundreds and hundreds of key media outlets across the country.

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Virginia Slims '94 Media Summary
Add 4

CAPRIATI COMEBACK (Con't):

Publicity highlights: (Clipping locally, and key nationals)

Print:

To date, our clipping service has found over 40 stories in key regional papers as well as key papers outside our targeted market in Pennsylvania and New Jersey.

-	11/4	USA Today	Sports Cover Note & Photo
-	11/4	New York Times	Sports
-	11/4	Baltimore Sun	Sports Story
-	11/14	Sports Illustrated	Sports Mention
-	11/4	Phila. Inquirer	Sports Cover Story (In-depth, photo)
-	11/4	Phila. Daily News	Sports Story/Photo
-	11/4	Courier Post (NJ)	Sports Cover Story
-	11/4	Trenton Times (NJ)	Sports Cover Story
-	11/4	News Journal (DE)	Sports Cover Story
-	11/4	Daily Local News (PA)	Sports Cover Story
-	11/4	Times Herald (PA)	Sports Cover Story

Electronic: (we responded to requests from):

-	11/4	KYW-TV	6 & 11 PM News
-	11/4	WPVI-TV	6 & 11 PM News
-	11/4	WCAU-TV	6 & 11 PM News
-	11/4	WXTF-TV	10 PM News
-	11/4	Ch. 17/Inquirer News Hour	10 PM News
-	11/4	KYW-NewsRadio	Daily Reports
-	11/4	WWDB-FM	News
-	11/4	WPEN-AM	News
-	11/4	PA Radio	News

(Others too numerous to mention)

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DRAW & CEREMONIAL COURT CHRISTENING (11/4):

Instead of a traditional "Draw Party," we opted to hold a brief ceremony to "christen" the first court to be constructed in the Convention Center. (We had the Draw Board on hand for visuals and Barbara Perry and the Convention Center GM available for interviews on the "set-up" story and the Draw.)

Mayor Rendell agreed to come out (one of 17 events he had that day) and play the "inaugural match" on the court with Convention Center GM Louis Dalley. The two took to the court in bankers' attire, jacketless but sporting suspenders, and played a point. (Perry was "the ball girl.") It was a great photo opportunity.

Of course, the reporters were interested to find out who Capriati drew for her first match, and Perry commented on that as well. The resulting publicity was extensive, outlined below:

Print:

-	11/5	Inquirer	Sports Story
-	11/5	Daily News	Sports Story
-	11/5	Trenton Times (NJ)	Sports Story
-	11/5	Courier Post (NJ)	Sports Story
-	11/5	News Journal (DE)	Sports Story
-	11/5	Delaware Co. Times (PA)	Sports Notes
-	11/5	Times Herald (PA)	Sports Story
-	11/5	Courier Times (PA)	Sports Notes
-	11/5	Pottstown Mercury (PA)	Sports Story
-	11/5	Intelligencer/Record (PA)	Sports Story

(Note: Numerous other placements in papers outside market.)

Electronic: (we responded to requests from)

-	11/4	KYW-TV	6 PM & 11 PM News
-	11/4	WPVI-TV	6 PM & 11 PM News
-	11/4	WCAU-TV	6 PM News
-	11/4	WXTF-TV	10 PM News

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Virginia Slims '94 Media Summary
Add 6

DRAW/COURT CHRISTENING (Con't):

- | | | | |
|---|------|---------------|--|
| - | 11/4 | KYW-NewsRadio | Daily reports |
| - | 11/4 | PA. Radio | News |
| - | 11/4 | WDAS-Radio | News |
| - | 11/4 | WSSJ-AM | "Joe Pellegrino Show" |
| - | 11/5 | WHAT-AM | John Sample Show |
| - | 11/7 | WMMR-FM | "Buzz on the Street"
(Morning Show) |

III. ACCOMMODATING THE CAPRIATI PRESS CORPS:

Ayars PR worked closely with Jim Fuhse to make sure "The Capriati Comeback" went off as smoothly as possible. Some highlights and challenges of the experience:

- Taking over 200 requests for credentials; accrediting about 130 local, national and international media - many of whom arrived on Monday. This is roughly double the number of media we regularly accommodate.

Refusing requests from numerous tabloid papers and programs, including American Journal and Premiere Story. (Rebecca personally removed a "stolen credential" from a persistent Premiere Story reporter who had tried to sneak in all week.)

- Working with Jim Fuhse to accommodate a press corps "hungry" for pre-match angles. Prior to the match, we distributed a page of quotes that Fuhse got from her; set up an opportunity for photographers and TV crews to shoot her practice session; and brought in Jose Higueros for a brief press conferences for writers and reporters.
- Expanding press seating to seat the extra media by creating a section in the stands, and assigning everyone a location for Capriati's match, which we posted in the Media Center.
- Assigning TV locations in the arena for 10 camera crews, including: ESPN, CNN-Sports, AP TV, Tribune Broadcasting, and our five local TV stations.
- Finding and creating an alternate Interview Room, large enough to handle over 100 writers, camera crews, and photographers attending the Capriati post-match. Overseeing the room's set-up the day of the match.
- KEEPING OUR SENSES OF HUMOR!

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IV. OTHER INTERVIEWS & PUBLICITY HIGHLIGHTS:
(Advance and Tournament Week)

PLAYER PHONE INTERVIEWS:

Working with Jim Fuhse, we were able to arrange three advance phone conferences with players and our key media. This resulted in much more extensive advance stories, particularly in the Inquirer.

- Sabatini did a phone conference with the Inquirer and Daily News.
- Davenport did a phone conference with the Daily News, Associated Press, Trenton Times and Daily Local News. She had a one-on-one call with the Inquirer.
- Martinez did a one-on-one phoner with the Inquirer, who spoke with her coach as well.

PERRY INTERVIEWS:

We responded to requests from local radio stations for interviews with Barbara Perry, as outlined below:

- | | | | |
|---|-------|----------------------|---------------------|
| - | 10/7 | WILM-AM (Wilmington) | Morning Show |
| - | 10/24 | WHAT-AM | Johnny Sample Show |
| - | 10/24 | WSSJ-AM (NJ) | Joe Pellegrino Show |
| - | 10/25 | PA Radio Network | Jeb Donahue Show |

CHRIS EVERT INTERVIEWS:

We responded to a request for a phone interview with Evert, from the Inquirer Entertainment/TV writer Gail Shister, which resulted in a large Column Feature on 11/7. During tournament week, we responded to a request from Daily News TV writer Bill Fleischman to speak with Evert about her broadcast career, Martina, etc. This resulted in a large TV Column Feature on 11/15.

NATIONAL OUTLETS SPEAK WITH SHRIVER:

We responded to requests from ESPN 's Robin Roberts and Sports Illustrated writer Sally Jenkins to talk to Pam Shriver about the WTA Tour, Martina and Capriati.

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TRENTON TIMES "SPORTS PEOPLE" PROFILE:

We arranged for Barbara Perry to sit down with Dave Porter for a Trenton Times "Sports People" profile and photo, to run during tournament week. The prominent interview features local people who have high-profile jobs in the sports industry.

SINGING BROADCASTER:

WSSJ-AM host Joe Pellegrino, who moonlights as a singer, was invited to sing the Anthem on Opening Night. He was so good that Barbara Perry invited him back to sing for the packed house at Capriati's comeback. The Inquirer Radio columnist wrote about "Singing Joe" on Oct. 31; and Daily News' Bill Fleischman interviewed him for his 11/15 column.

WHAT RADIO LIVE BROADCAST (11/11):

We responded to a request from John Sample to broadcast live from the site on Friday, Nov. 11, 11 a.m. - 2 p.m. Stopping by to talk to John were: Barbara Perry, Anne Person Worcester, Convention Center officials, Chanda Rubin and several other players and coaches. (Show airs nationally in New York, Chicago, Los Angeles and several other markets.)

ART MUSEUM BENEFIT (11/11):

The annual benefit for the Philadelphia Museum of Art garnered Inquirer Society Page coverage, both in advance and after the event. Other significant placements included an Inquirer Weekend section "Winners" Column Note & Photo (11/11), as well as numerous articles and mentions in local dailies and weeklies.

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PHILADELPHIA MEDIA LIST: SIDE COURT LOCATIONS:

NAME:	AFFILIATION:	SEAT:
TOM MALONEY	KYW-RADIO	1
DAVID PORTER	TRENTON TIMES	2
BILL FLEISCHMAN	PHILA. DAILY NEWS	3
BILL CONLIN	PHILA. DAILY NEWS	4
C. MACIEJEWSKI	COURIER POST	5
TOM COBOURN	WILM. NEWS JOURNAL	6
COLUMNIST	INQUIRER	7
BRUCE MOWDAY	DAILY LOCAL NEWS	8
SALLY JENKINS	SPORTS ILLUSTRATED	9
MELISSA ISAACSON	CHICAGO TRIBUNE	10
DIANE PUCIN	INQUIRER	11
SANDRA MCKEE	BALTIMORE SUN	12
VS SEAT	VS SEAT	13
DOUG SMITH	USA TODAY	14
ROBIN FINN	NEW YORK TIMES	15
JIM FUHSE	VIRGINIA SLIMS TENNIS	16
DARRELL FRY	ST. PETERSBURG TIMES	17
JONETTE HOWARD	WASHINGTON POST	18
FILIP BONDY	NY DAILY NEWS	19
ROBIN ROBERTS	ESPN	20
BUCKY GLEASON	ASSOCIATED PRESS	21
LAURA PRICE	NEWSDAY	22
ANTHONY GARGANO	NY POST	23
BRIAN CLEARY	TENNIS MAGAZINE	24
BARRY WOOD	DAILY TELEGRAPH	25
CHERYL KEHOE	TIMES HERALD	26
VS SEAT	VS SEAT	27
VS SEAT	VS SEAT	28

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PHILADELPHIA MEDIA LIST:
SIDE COURT LOCATIONS:

NAME:

MAYOR BRANDSCHAIN

DAN WEBER/
PHIL SHERIDAN

JON MARKS

DENNIS DITCH

HARVEY ARATOM

DAVE GEORGE

RON ATKIN

JOSH YOUNG

OWEN SLOT

MATT TOLL

JOE BURRIS

ROBERT CALANDRA

RON CIOFFI

JOHN SAMPLE

RON CORBIN

TAMLIN HENRY

HENRY CLAY

JOE PELLEGRINO

LUCA DINI

DAN DEDOMINICIS

SANDY HARWITT

BRIAN SCHIFF

PETE SANTILLI

ORRIN SPELLMAN

WALT DAVIS

REBECCA BYRON

AFFILIATION:

AP

COURIER TIMES

TRENTON TIMES

DELAWARE CO. DAILY

NEW YORK TIMES

PALM BEACH POST

SUNDAY TELEGRAPH

WASHINGTON TIMES

INDEPENDENT ON SUNDAY

BOSTON HERALD

BOSTON GLOBE

PEOPLE MAGAZINE

INSIDE TENNIS

WHAT-RADIO

KYW-RADIO

WDAS-FM

KEYSTONE RADIO

WSSJ-RADIO

GAZETTE DELLE SPORT

NICE MATIN

THE INDEPENDENT

JEWISH TIMES

DAILY JOURNAL

MAIN LINE TIMES

TRIBUNE

AFP

SEAT:

★★ See Rebecca
or Sellen for
Wednesday nite
Seating ★★

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PAGE 2: CREDENTIAL SIDE COURT LOCATIONS

NAME:	AFFILIATION:
REPORTER	ESPN
REPORTER	CNN-SPORTS
REPORTER	KYW-TV
REPORTER	WPVI-TV
REPORTER	WCAU-TV
REPORTER	WTXF-TV
REPORTER	INQUIRER NEWS HOUR
PHIL SOKOL	SPORTS NETWORK
REPORTER	WRTI-FM

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3

MEDIA CREDENTIALS -- PHOTO & TV

<u>NAME</u>	<u>AFFILIATE</u>
PHOTOGRAPHER (2)	INQUIRER
PHOTOGRAPHER (2)	DAILY NEWS
WIDMAN/KENNEDY HARTENBUSH/GARDNER	ASSOCIATED PRESS
A. TIELMANS/MANNY MILLAN	SPORTS ILLUSTRATED
PATTI MILLER	TRENTON TIMES
CURT HUDSON	COURIER POST
GENE WALSH	TIMES-HERALD
LARRY MCDEVITT	DAILY LOCAL NEWS
AFP PHOTO	AGENCY FRANCE PRESS
TV CREW	CNN SPORTS
TV CREW	KYW-TV TV
TV CREW	WTFX-TV
TV CREW	WCAU-TV
TV CREW	INQUIRER NEWS HOUR
TV CREW	PRISM
TV CREW	WPVI-TV
PHOTO	NEW YORK TIMES
EILEEN BLASS	USA TODAY
SIMON BROUTY/BARBARA JOHNSTON	
N. KARDASZESKI	INTELLIGENCER
DAVE BROFSKY/ROBIN ROBERTS	ESPN
RUDY FESSEL	BONGARTS SPORTFOTOGRAFIE
CARYN LEVY	TENNIS MAGAZINE
PRODUCER/CREW	AP-TV
PRODUCER/CREW	TRIBUNE BROADCASTING
BILL KRAMER	PEOPLE

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Contact: Rebecca Ayars or Janine Goldberg
 AYARS PR Virginia Slims
 609/589-8153 310/475-4496

FOR IMMEDIATE RELEASE:

\$750,000 VIRGINIA SLIMS OF PHILADELPHIA MOVING TO NEW HOME
AT PENNSYLVANIA CONVENTION CENTER, NOVEMBER 7 - 13.

Philadelphia, PA (May 25, 1994) -- This November, The Pennsylvania Convention Center will roll out the blue carpet (Supreme tennis carpet, that is) to welcome the superstars of women's tennis - as the new home for The \$750,000 Virginia Slims of Philadelphia, presented by Advanta.

Tournament Director Barbara Perry, of International Management Group, today joined Convention Center Executive Director Robert J. Butera and Mayor Edward G. Rendell at City Hall to announce plans to hold the tournament at the Convention Center, November 7 - 13. Among the most elite stops on the WTA Tour, the event will feature 32 top singles players and 16 doubles teams, with \$150,000 going to the singles winner.

Perry said that the sparkling, new site would "enhance the tournament experience for Philadelphia-area tennis fans, while retaining the up-close view of the action that they have come to expect at the Virginia Slims of Philadelphia."

"The Convention Center is looking forward to getting a new and different workout as host to a world-class tennis tournament," said Butera, noting that the Virginia Slims of Philadelphia would be the first sports event that the 1.3 million square foot, multi-use facility has hosted since its opening in June of last year.

- more -

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Convention Center "A Hall," part of its 440,000 square foot exhibition space, will be transformed into a Center Court arena that will seat approximately 5,000 fans. Practice courts will be located in the dramatic Grand Hall of the historic Reading Terminal Train Shed, with adjacent corporate and VIP hospitality and dining areas overlooking the practice area. The festival-style exhibition of sports and tennis-related booths will greet fans as they enter the facility. Adjacent meeting rooms will be transformed into locker rooms, player lounge and dining areas, tournament offices, and a media center and interview room to accommodate over 100 regional, national and international media.

The \$750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1994 WTA Tour, which culminates the following week with the season-ending \$3.5 Million Virginia Slims Championships at New York's Madison Square Garden. Since its debut in 1991, the event has brought international superstars -- including Steffi Graf, Monica Seles, Gabriela Sabatini, Arantxa Sanchez Vicario, Conchita Martinez and others -- to compete in Philadelphia. Tickets are available by calling the tournament office, at 215/568-4444.

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FOR IMMEDIATE RELEASE:

TICKETS ON SALE FOR \$750,000 VIRGINIA SLIMS OF PHILADELPHIA
AT PENNSYLVANIA CONVENTION CENTER, NOVEMBER 7 - 13

Philadelphia, PA (August 31, 1994) -- Tickets to the \$750,000 Virginia Slims of Philadelphia, presented by Advanta, will go on sale on Thursday, Sept. 1, it was announced today by Tournament Director Barbara Perry, of International Management Group. The tournament that annually features the superstars of women's tennis will move to its new home at the Pennsylvania Convention Center, when it returns for its fourth year, November 7 - 13.

Among the most elite stops on the WTA Tour, the Virginia Slims of Philadelphia will feature 32 top singles players and 16 doubles teams, with \$150,000 going to the singles winner.

Tickets, ranging from \$12 to \$35, are available by calling the Virginia Slims Tournament Office at (215)654-7700. For the first time, tickets also will be on sale at all Camera Shop, Inc. locations throughout the Delaware Valley. Ticket buyers will receive preferred seating at the tournament at The Camera Shop, Inc. Day and evening sessions will be held Monday through Saturday, with the finals taking place on Sunday afternoon.

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The \$750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1994 WTA Tour, which culminates the following week with the season-ending \$3.5 Million Virginia Slims Championships at New York's Madison Square Garden. Making its debut in 1991, the Virginia Slims of Philadelphia annually features international superstars - including greats like Steffi Graf, Gabriela Sabatini, Arantxa Sanchez Vicario and Conchita Martinez, as well as up-and-coming stars like Mary Pierce and Wayne, PA native Lisa Raymond.

#

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AYARS PR
609/589-8153

FOR IMMEDIATE RELEASE:

HAM SWEET HAM TIEBREAK TOURNAMENTS COMING TO AREA TENNIS CLUBS:

ANNUAL PRELUDE TO VIRGINIA SLIMS OF PHILADELPHIA

Philadelphia, PA (Sept. 12, 1994) -- Amateur women doubles teams will get a chance to play like the pros this fall at the "Ham Sweet Ham Tiebreak Tournaments" -- an annual series of special days leading up to the \$750,000 Virginia Slims of Philadelphia.

Hosted by tennis clubs throughout the Philadelphia area, the Tiebreak Tournaments benefit the U.S.T.A/Middle States Section Recreational Programs. The Virginia Slims of Philadelphia, presented by Advanta, comes to the Pennsylvania Convention Center, Nov. 7-13.

Doubles teams will participate in the Tiebreak format, which ~~consists~~ consists of two out of three 12 point tiebreak sets in a single elimination draw to create an exciting and competitive setting. The local winning teams will move on to play in the Tiebreak Tournament finals, to be held on site during the Virginia Slims of Philadelphia tournament.

All participants will receive prizes, a t-shirt and a ticket to the Virginia Slims of Philadelphia. Amateur women, 21 years and over, are eligible to participate. For further information, call the Tournament Office at (215)654-7700 or the host sites listed below:

- more -

2042835502

Wednesday, Sept. 14, 10 a.m.
Magarity Tennis Club
Flourtown, PA
215/836-5585

Monday, Sept. 26, 10 a.m.
Cheltenham Racquet Club
Elkins Park, PA
215/379-5425

Saturday, Oct. 8, 3:30 p.m.
Springton Tennis Club
Newtown Square, PA
215/356-2003

Saturday, Oct. 15, 6:30/8:30 p.m.
Golf & Tennis World
Atlantic City, NJ
609/641-3546

Saturday, Sept. 17, T.B.A.
Cherry Hill Racquet Club
Cherry Hill, NJ
609/429-1388

Friday, Sept. 30, 7 p.m.
Narberth/JKST Racquet Club
Narberth, PA
610/664-2696

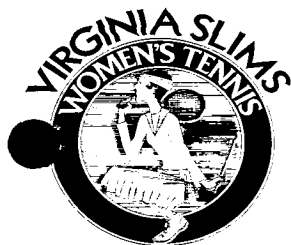
Friday, Oct. 14, 7 p.m.
Mt. Laurel Racquet Club
Mt. Laurel, NJ
609/234-2990

Wednesday, Oct. 19, 10 a.m.
Lionville Racquet Club
Lionville, PA
610/363-9317

The \$750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1994 WTA Tour, which culminates the following week with the season-ending \$3.5 Million Virginia Slims Championships at New York's Madison Square Garden. Since its debut in 1991, the Virginia Slims of Philadelphia has brought international superstars - including Steffi Graf, Gabriela Sabatini, Arantxa Sanchez Vicario, Conchita Martinez and others -- to compete in Philadelphia. Tickets are available by calling the tournament office, at 215/674-7700.

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2042835503



CONTACT: Rebecca Ridgway Ayars
Ayars Public Relations
(609) 589-8153

NEWS, SPORTS & PHOTO ALERT:

WHAT: LOCAL PLAYER LISA RAYMOND ON HAND TO HELP KICK-OFF

UPCOMING \$750,000 VIRGINIA SLIMS OF PHILADELPHIA:

TOP ENTRIES ANNOUNCED FOR TOURNAMENT, NOV. 7-13

WHEN: THURSDAY, SEPTEMBER 15:

10-11:30 a.m. -- Lisa Raymond to hit with local pro
Gulph Mills Tennis Club
610 S. Henderson Rd., King of Prussia

12:30 p.m. -- Media Luncheon & Field Announcements
The Rittenhouse, Cassatt Lounge
(just off lobby)
210 West Rittenhouse Square

DETAILS: On Thursday, Sept. 15, local tennis player Lisa Raymond, a Wayne, PA native, will be the guest of honor at a Media Day for the upcoming \$750,000 Virginia Slims of Philadelphia tennis tournament. (November 7-13 at the Pennsylvania Convention Center)

From 10 - 11:30 a.m., Raymond will talk about her tennis career and hit with local pros at the Gulph Mills Tennis Club.

At 12:30 p.m., Raymond will join local media and tournament officials for a kick-off luncheon at The Rittenhouse Hotel. Tournament Director Barbara Perry will be on hand to announce Top Entries, including Raymond, to the 32-player field.

The 21-year-old Raymond, a two-time NCAA champion who turned pro last year, has reached one singles final and notched one doubles crown so far this year.

Among the most elite stops on the WTA Tour, the Virginia Slims of Philadelphia, presented by Advanta, annually features the international superstars of women's tennis. In addition to Raymond, the event will bring Steffi Graf, Conchita Martinez, Mary Pierce, Gabriela Sabatini, Mary Joe Fernandez, Natalia Zvereva and many more top players to the Convention Center this November.

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Contact: Rebecca R. Ayars
AYARS Public Relations
609/589-8153

FOR IMMEDIATE RELEASE:

GRAF, MARTINEZ, PIERCE & SABATINI AMONG EARLY ENTRIES
TO \$750,000 VIRGINIA SLIMS OF PHILADELPHIA PLAYER FIELD

Philadelphia, PA (September 15, 1994) -- Top-ranked Steffi Graf, Wimbledon champion Conchita Martinez and French Open finalist Mary Pierce, three of the world's top five players, and Argentine great Gabriela Sabatini head the list of early entries to the \$750,000 Virginia Slims of Philadelphia, presented by Advanta.

American star Mary Joe Fernandez, Natalia Zvereva, Amanda Coetzer and Wayne, PA's Lisa Raymond also will be among the top players competing Nov. 7 - 13 at the Pennsylvania Convention Center, the tournament's new home. Among the most elite stops on the WTA Tour, the Virginia Slims of Philadelphia will feature 32 top singles players and 16 doubles teams, with \$150,000 going to the singles winner.

In January of this year, German superstar Graf clinched her 15th Grand Slam singles victory at the Australian Open. She has claimed six more singles titles so far this year. With 86 career singles crowns to her credit, Graf is currently fourth on the all-time Open era singles titles list and just two titles short of tying Evonne Goolagong for third place.

- more -

2042835505

Highlighting Martinez' year thus far was her dramatic three-set victory over Martina Navratilova at Wimbledon, where she simultaneously celebrated her first Grand Slam title and made history by becoming the first Spanish woman in the Open era to win Wimbledon. She has achieved three other singles crowns so far this year, bringing her career singles titles to 23.

Pierce captured the international spotlight earlier this year with her triumphant run to the French Open final. Enroute to her first-ever Grand Slam final, she upset Graf before falling to Arantxa Sanchez Vicario. Claiming a spot among the world's Top 10 players this year, she is currently ranked at a career-high of No. 5.

Sabatini has earned 25 career singles titles, including the 1990 U.S. Open crown, in her distinguished 10-year career. One of the world's most popular female athletes, Sabatini has reached two finals this year, at Amelia Island and Strasbourg. Recently a semifinalist at the U.S. Open, she has also appeared in semifinals at the Australian Open and the New South Wales Open.

Fernandez, who won the 1992 Olympic gold medal in doubles with Gigi Fernandez, claimed her first singles victory of the year when she defeated Sabatini at Strasbourg. She reached the final at the New South Wales Open.

Other exciting players to watch will include: Zvereva, the doubles powerhouse who won the singles title at Virginia Slims of Chicago and has appeared in two other singles finals so far this year; and South Africa's Coetzer, the BVV Prague Open champion.

Philadelphia tennis fans will get a chance to watch local favorite Raymond, the two-time NCAA champion who turned pro last year, at the Convention Center. This year, Raymond upset Magdalena Maleeva and Amy Frazier enroute to her final appearance at the Eurocard Ladies Open. This summer, she made sports news when she tested Steffi Graf on two occasions - first during the final of a N.J. exhibition and then, at the Mazda Tennis Classic, winning a set from the German superstar at both meetings.

Tickets, ranging from \$12 to \$35, are available by calling the Virginia Slims Tournament Office at (215)654-7700. For the first time, tickets also will be on sale at all Camera Shop, Inc. locations throughout the Delaware Valley. Ticket buyers will receive preferred seating at the tournament at The Camera Shop, Inc. Day and evening sessions will be held Monday through Saturday, with the finals taking place on Sunday afternoon.

The \$750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1994 WTA Tour, which culminates the following week with the season-ending \$3.5 Million Virginia Slims Championships at New York's Madison Square Garden. Making its debut in 1991, the Virginia Slims of Philadelphia annually features international superstars - including greats like Graf, Sabatini, Sanchez Vicario, and Martinez, as well as upcoming stars like Pierce and Raymond.

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2042835507



Contact: Rebecca R. Ayars
AYARS Public Relations
609/589-8153

FOR IMMEDIATE RELEASE:

DAVENPORT, MCNEIL, OTHER TOP PLAYERS ENTER FIELD FOR
UPCOMING \$750,000 VIRGINIA SLIMS OF PHILADELPHIA
Tourney to Feature Six of World's Top Ten Players

Philadelphia, PA (September 28, 1994) -- Two top-ranked American tennis players, Lindsay Davenport and Lori McNeil, will join Steffi Graf, Conchita Martinez, Mary Pierce, Gabriela Sabatini and Natalia Zvereva at the \$750,000 Virginia Slims of Philadelphia, presented by Advanta.

Anke Huber, Iva Majoli and Yayuk Basuki also have entered the event, taking place November 7 - 13 at the Pennsylvania Convention Center, the tournament's new home. Among the most elite stops on the WTA Tour, the Virginia Slims of Philadelphia will feature 32 top singles players and 16 doubles teams, with \$150,000 going to the singles winner.

In her second year on the pro tour, Davenport has claimed a spot among the World's Top Ten players and is currently ranked No. 7. The California native who stands 6'2" has won singles crowns at Brisbane and Lucerne. She notched a doubles title at Indian Wells and traveled to the final at the French Open, with partner Lisa Raymond.

Making her pro debut at Indian Wells last year, Davenport charmed fans and media alike along the way to her quarterfinal appearance. The following week, she upset Sabatini to reach the quarterfinals at the Virginia Slims of Florida. Her first major title came last year at the European Open.

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Tour veteran McNeil successfully defended her title at Birmingham this year to achieve the tenth singles victory of her career. She then made worldwide headlines at Wimbledon, where she delivered a stunning first round defeat to Graf in a repeat performance of their previous meeting in the first round of the 1992 Virginia Slims Championships. McNeil battled her way into the Wimbledon semifinals before falling to Martinez. She is currently ranked No. 17 in the world.

Other top players to enter include: Germany's Huber, the 1994 Styria Austria champion; Croatia's Majoli, a finalist at both Osaka and Barcelona this year; and Indonesia's Basuki, who has scored tournament wins at Beijing and Jakarta this year.

Tickets, ranging from \$12 to \$35, are available by calling the Virginia Slims Tournament Office at (215)654-7700 and at all Camera Shop, Inc. locations throughout the Delaware Valley. Day and evening sessions will be held Monday through Saturday, with the finals taking place on Sunday afternoon.

The \$750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1994 WTA Tour, which culminates the following week with the season-ending \$3.5 Million Virginia Slims Championships at New York's Madison Square Garden. The top 16 singles players and the top eight doubles teams, determined from Virginia Slims points accumulated during the year, will vy for \$1 million in tournament prize money, and are also eligible to receive money from the \$2.5 million Virginia Slims Bonus Pool.

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2042835509



ADVANTA

PRESENTS

VIRGINIA SLIMS OF PHILADELPHIA

November 7 - 13, 1994

Contact: Rebecca Ayars
Ayars PR
609/589-8153

FOR IMMEDIATE RELEASE:

VIRGINIA SLIMS OF PHILADELPHIA ANNOUNCES NATIONAL ANTHEM CONTEST:

"PHILLY SING-OFF" SET FOR OCTOBER 20 AT CATALINA

Philadelphia, PA (October 10, 1994) -- *Calling all "star-spangled" singers and musicians in the Philadelphia region:* If you can picture yourself performing the National Anthem before the final of the \$750,000 Virginia Slims of Philadelphia this November, tournament officials want to hear from you.

Presented by Advanta, the annual women's tennis tournament comes to the Pennsylvania Convention Center Nov. 7 - 13, with the singles final taking place Sunday, Nov. 13 at 1 p.m.

Interested singers and musicians, amateur or professional, can begin "tuning up" for the Virginia Slims of Philadelphia National Anthem Contest, to be held on Thursday, Oct. 20 at 6:00 p.m., as part of a tournament night at Catalina in Korman Suites, 2001 Hamilton Street in Philadelphia.

"We invite interested vocalists and instrumentalists to audition, and we hope to see classical, to pop and jazz renditions of the Anthem," said Tournament Director Barbara Perry, of International Management Group. A panel of prominent local music and entertainment personalities will judge the contestants as they perform -- looking for vocal and musical ability, showmanship and overall presentation, among other criteria.

- more -

WTA TOUR

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The winning person or group will perform the Anthem on Center Court for the crowd gathered to watch the tournament final on Nov. 13. The winner will receive VIP floor seats for the match. Two runners-up will be selected for the afternoon and evening Semifinals on Saturday, Nov. 12.

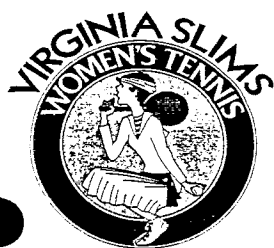
All amateur and professional singers and musicians from the Tri-State area, 21 years and over, are eligible to compete. Interested contestants should call the Virginia Slims Tournament Office, at 215/654-7700, to register for the contest and for further information.

The \$750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1994 WTA Tour, which culminates the following week with the season-ending \$3.5 Million Virginia Slims Championships at New York's Madison Square Garden. The top 16 singles players and the top eight doubles teams, determined from Virginia Slims points accumulated during the year, will vy for \$1 million in tournament prize money, and are also eligible to receive money from the \$2.5 million Virginia Slims Bonus Pool.

The Virginia Slims of Philadelphia will feature the international superstars of women's tennis -- including Steffi Graf, Conchita Martinez, Gabriela Sabatini, Mary Pierce and many other top-ranked women -- in its 32-player field.

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2042835511



ADVANTA

PRESENTS

VIRGINIA SLIMS OF PHILADELPHIA

November 7 - 13, 1994

CONTACT: Rebecca Ridgway Ayars
Ayars Public Relations
(609) 589-8153

NEWS & PHOTO ALERT:

WHAT: STAR-SPANGLED SINGERS & MUSICIANS AUDITION TO PERFORM
NATIONAL ANTHEM AT VIRGINIA SLIMS OF PHILADELPHIA FINAL

WHEN: Thursday, Oct. 20 at 6:00 p.m.

PLACE: Catalina, at Korman Suites, 20th & Hamilton Sts.
Philadelphia

DETAILS: Delaware Valley singers, musicians and just plain patriots will compete for the opportunity to perform the National Anthem at the final of this year's Virginia Slims of Philadelphia tennis tournament -- in a National Anthem Competition on Thursday, Oct. 20 at 6:00 p.m. Amateur and professional performers from all over the region will attempt to impress a panel of local music and entertainment personalities and media representatives with their best renditions of "The Star-Spangled Banner." The winning person or group -- determined by musical ability, showmanship and projection -- will perform the Anthem prior to the final on Sunday, Nov. 13 at the Pennsylvania Convention Center. Returning to Philadelphia Nov. 7 - 13, the tournament will feature the superstars of women's tennis, including Steffi Graf, Conchita Martinez, Gabriela Sabatini, Mary Pierce and many other top competitors.

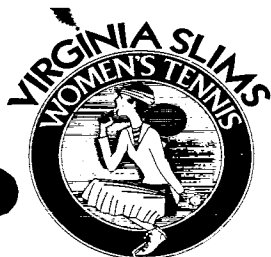
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WTA TOUR

REBECCA AYARS PUBLIC RELATIONS • 38 Saddlebrook Drive • Sewell, NJ 08080 • TEL: 609/589-8153 • FAX: 609/582-6209



ADVANTA

PRESENTS

VIRGINIA SLIMS OF PHILADELPHIA

November 7 - 13, 1994

Contact: Rebecca R. Ayars
AYARS PR
609/589-8153

FOR IMMEDIATE RELEASE:

FRAZIER, SCHULTZ & SHRIVER TO PLAY

\$750,000 VIRGINIA SLIMS OF PHILADELPHIA, NOV. 7 - 13

Philadelphia, PA (October 18, 1994) -- Amy Frazier, Brenda Schultz and Pam Shriver have added their names to the 32-player field at the \$750,000 Virginia Slims of Philadelphia, presented by Advanta. Returning November 7 - 13, the event will feature Steffi Graf, Conchita Martinez, Mary Pierce, Gabriela Sabatini, Lindsay Davenport, Natalia Zvereva, Lisa Raymond and other top players at the Pennsylvania Convention Center, the tournament's new home.

Judith Weisner, Naoko Sawamatsu, Chanda Rubin and Ann Grossman also have entered the tournament, which is one of the 13 Blockbuster events on the WTA Tour and will award \$150,000 to the singles winner.

A Michigan native, Frazier claimed the fifth title of her career earlier this year at the Virginia Slims of Los Angeles. Two additional final appearances, at the Japan Open and Tokyo Nicherei, have boosted her ranking to within the world's top 20. Last year in Philadelphia, she toppled Pierce and Sabatini before falling to eventual tournament champion Martinez in the semifinals.

- more -

WTA TOUR

Schultz will be making her fourth appearance at the Virginia Slims of Philadelphia this November. A native of The Netherlands who stands 6'2", Schultz is the hardest-serving woman on the WTA Tour, registering speeds as high as 120 m.p.h.

Tennis fans will look forward to Shriver's return to Philadelphia for her fourth consecutive year. The Baltimore native has achieved 21 singles crowns, over 90 doubles titles (including 22 Grand Slams) and has earned over \$5 million in prize money in her sixteen-year career.

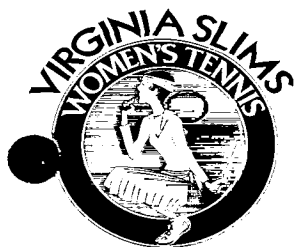
Debuting in Philadelphia will be Wiesner, who won her seventh career title at Schnectady this year; and Japan's Sawamatsu, the 1994 Singapore champion. Returning will be two American competitors: Rubin, a Louisiana native who was a finalist at the Virginia Slims of Chicago; and Ohio's Grossman, a finalist at the Virginia Slims of Los Angeles.

Tickets, ranging from \$12 to \$35, are available by calling the Virginia Slims Tournament Office at (215)654-7700 and at all Camera Shop, Inc. locations throughout the Delaware Valley.

The \$750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1994 WTA Tour, which culminates the following week with the season-ending \$3.5 Million Virginia Slims Championships at New York's Madison Square Garden. The top 16 singles players and the top eight doubles teams, determined from Virginia Slims points accumulated during the year, will vy for \$1 million in tournament prize money, and are also eligible to receive money from the \$2.5 million Virginia Slims Bonus Pool.

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2042835514



Dear Members of the Media:

Mark the dates November 7 - 13 on your calendar -- when The \$750,000 Virginia Slims of Philadelphia, presented by ADVANTA, moves to its new home at the Pennsylvania Convention Center.

The final stop before the \$3.5 Million Virginia Slims Championships, The Virginia Slims of Philadelphia annually showcases the international superstars of women's tennis in a 32-player field.

Please complete the credential application form below so we can anticipate your needs for this tournament and return it to:

AYARS PUBLIC RELATIONS
38 Saddlebrook Drive
Sewell, NJ 08080
(609)589-8153
(609)582-6209 Fax

PLEASE RETURN NO LATER THAN OCTOBER 20

*Credentials may be picked up at the designated Media Will Call Window
at the Convention Center during tournament week.*

CREDENTIAL APPLICATION FOR 1994 VIRGINIA SLIMS OF PHILADELPHIA

MEDIA MEMBER NAME: _____ **TYPE MEDIA:** _____
(reporter, photographer, etc)

AFFILIATION: _____ **PHONE:** _____

HOME PHONE: _____ **FAX:** _____

MAILING ADDRESS: _____

CIRCLE DAYS COVERING: M T W TH F SA SU ALL

PHONE REQUIREMENTS/SPECIAL REQUESTS: _____

Note: If more than one person is requesting credentials, please attach a separate form.

**PLEASE NOTE: AUTOGRAPH REQUESTS ARE NOT PERMITTED IN PRESS ROOM.
(CREDENTIALS WILL BE REVOKED)**

2042835515



ADVANTA

PRESENTS

VIRGINIA SLIMS OF PHILADELPHIA

November 7 - 13, 1994

Contact: Rebecca R. Ayars
AYARS PR
609/589-8153

FOR IMMEDIATE RELEASE:

TENNIS STARS IN UPCOMING VIRGINIA SLIMS OF PHILADELPHIA SHARE FAVORITE RECIPES

Philadelphia, PA (October 18, 1994) -- When the world's top women tennis stars get some time off the court, what do they like to eat? Most often these top competitors, whose workdays are real workouts, select a variety of low-fat foods including plenty of pasta and fresh vegetables.

With the Virginia Slims of Philadelphia tennis tournament returning to Philadelphia for its fourth year November 7-13, we thought we would share some of the favorite recipes of the tennis stars with Philadelphia-area tennis fans. The event will feature Steffi Graf, Conchita Martinez, Mary Pierce, Gabriela Sabatini, Lindsay Davenport, Natalia Zvereva, Gigi Fernandez, local player Lisa Raymond and many other top competitors at the Pennsylvania Convention Center, the tournament's new home.

The tournament is one of the 13 Blockbuster events on the WTA Tour and will award \$150,000 to the singles winner. Tennis fans can call the Virginia Slims Tournament Office, at (215)674-7700 for ticket information.

- more -

2042835516

WTA TOUR

PAGE ONE: Favorite Recipes of
Virginia Slims of Philadelphia Tennis Stars

GABRIELA SABATINI'S PASTA WITH FRESH VEGETABLES

Argentine great Gabriela Sabatini is one of the world's most popular tennis stars. Named one of the world's most beautiful in People Magazine's 1992, she likes to eat plenty of low-fat foods, including pasta and all kinds of vegetables, and when she dines out she opts for her current favorite, sushi.

Here is a simple pasta dish that Gaby likes to prepare for friends.

For four persons

Ingredients:

1 15 can of your favorite spaghetti sauce
1 pound linguine, prepared al dente and drained
2 cloves garlic
1 small onion
3 large fresh tomatos
2 green peppers
2 red peppers
1 zucchini squash (or yellow squash)
Olive Oil Pam
Oregano & garlic salt to taste

Procedure:

Chop garlic very fine. Coarsely chop all other vegetables.

Spray large frying pan with Pam. Saute garlic over medium heat until lightly colored. Add in chopped onion, peppers, and squash and saute over medium heat until vegetables are slightly soft (and browned at edges, if you like).

Add in fresh tomatos and saute one minute. Season mixture to taste with dash of oregano and garlic salt.

Add vegetables to spaghetti sauce in medium saucepan, and simmer for about 40 minutes.

Serve hot, over linguine. Accompany with a lightly dressed salad of fresh greens.

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PAGE TWO: Favorite Recipes of
Virginia Slims of Philadelphia Tennis Stars

GIGI FERNANDEZ' LOW-FAT STUFFED POTATO

American tennis player Gigi Fernandez won the 1992 Olympic Gold Medal in doubles (with Mary Joe Fernandez). She and partner Natalia Zvereva are the top-ranked doubles team in the world. The resident of Aspen, Colorado eats energy-packed foods that will carry her through the strenuous demands of training and competition, as well as her favorite off-the-court activities, such as golf, boating, skiing, hiking and biking.

The popular player is the niece of actor Jose Ferrer and has modeled and done commercial work. This low-fat potato is her favorite high energy snack, particularly good on a cold fall or winter day.

Procedure:

Bake large potatoes in 350 oven (about 50 minutes) or microwave until soft.

Garnish each with approximately 1 1/2 ounces low-fat or non-fat cheddar cheese. Top with 2 heaping tablespoons of your favorite salsa, mild to hot, as you like it.

Return to 350 oven for 5 minutes, or until cheese mixture melts (or microwave on high for 1 minute.)

2042835518

PAGE THREE: Favorite Recipes of
Virginia Slims of Philadelphia Tennis Stars

SHAUN STAFFORD'S FAMOUS CHOCOLATE CHIP COOKIES

Florida native Shaun Stafford, one of the top doubles players on the tour, understands that even world-class athletes have to indulge themselves every once and a while. Shaun makes it easy by taking time to bake her much-in-demand chocolate chip cookies in her off-court hours on the WTA Tour and then bringing them to tournaments all over the world -- from the Australian Open to Wimbledon to the Virginia Slims of Philadelphia. (Unfortunately for Shaun, the players now expect to have her cookies at every tournament stop!)

Procedure:

CREAM TOGETHER in a large bowl:

4 sticks butter
2 cups white sugar
2 cups packed light brown sugar

Then add 2 teaspoons of vanilla.

Beat in 4 eggs.

MIX TOGETHER in different bowl:

4 cups white flour
5 cups instant oatmeal, ground in food processor
(measure before grinding)
2 teaspoons baking powder
2 teaspoons baking soda
1 teaspoon salt

ADD dry mixture to creamy mixture, then ADD IN:

2 twelve ounce bags semi-sweet chocolate chips
8 ounces of milk chocolate (ground in food processor)
(measure before grinding)

Nuts, if desired

Drop onto greased cookie sheets and bake at 375,
for 8 - 12 minutes.

Makes 8 dozen.

2042835519



ADVANTA

PRESENTS

VIRGINIA SLIMS OF PHILADELPHIA

November 7 - 13, 1994

CONTACT: Rebecca Ayars
AYARS PR
(609)589-8153

FOR IMMEDIATE RELEASE:

PA CONVENTION CENTER TO UNDERGO FOUR-DAY TRANSFORMATION
INTO WORLD CLASS TENNIS VENUE
FOR NOVEMBER'S VIRGINIA SLIMS OF PHILADELPHIA

Philadelphia, PA (October 25, 1994) -- With November approaching, the Pennsylvania Convention Center is preparing to make the transformation from world-class convention facility into world-class tennis venue, as the new home of the \$750,000 Virginia Slims of Philadelphia, presented by Advanta.

The tournament, one of the 13 Blockbuster Events on the 1994 WTA Tour, returns to Philadelphia Nov. 7 - 13 and will feature six of the world's top ten stars including Steffi Graf, Conchita Martinez, Gabriela Sabatini, Mary Pierce, Lindsay Davenport and Natalia Zvereva, as well as Wayne, PA's Lisa Raymond.

As the first major sporting event to be held at the Convention Center since its opening last year, the tournament will give the facility a good work-out. According to Convention Center Executive Director Robert J. Butera, the event will take "full advantage of our ample spaces and utilize the facility's unique architectural features in some new and unprecedented ways -- as we prepare to welcome over 40,000 fans, create an atmosphere for business entertaining, accommodate a press corps of close to 100 regional, national and international media, as well as to meet the practice and training needs of over 50 top tennis stars."

- more -

WTA TOUR

Below are the highlights of the four-day transformation period, to begin on Thursday, Nov. 3:

Creating a Center Court Arena:

- Convention Center "A" Hall, part of its 440,000 square foot exhibition space, will be converted into an arena to seat 5,000. Four sections of one-level, 18-row grandstand seating will be constructed around Center Court to provide "close to the action" views, along with 400' of blue pipe and drape and 396' of blue carpet.
- The tennis court itself will consist of 7,200 square feet of Supreme surface tennis carpet and 36' feet of netting. Two electronic scoreboards, 14 banners, an umpire's chair and 14 officials' chairs, four players chairs, and decorative plants will complete the picture. (Three men will lay down the Center Court and two practice courts in just one day.)
- 100 footcandles of lighting will be installed to illuminate Center Court for play and for the televised final - to be aired on KYW-TV, on tape delay, on Sunday, Nov. 13 at 4:30 p.m.

Practice Courts & Courtside Club:

- The sound of tennis balls will resonate in the Grand Hall of the historic Reading Terminal Train Shed, as it is converted into practice courts for the world's top players. Two side-by-side tennis courts will be installed, with 14,400 square feet of Supreme tennis carpet.
- A VIP "Courtside Club" serving food and drink will be set-up to overlook the practice courts, with plants, trees and waterfalls completing the atmosphere.
- Also taking place at the courts each day will be special clinics, exhibitions and other events for tournament attendees.

Exhibition Area & Advanta Arcade:

- An interactive exhibition area, called the "Advanta Arcade," will be a new attraction encouraging fan participation at the Virginia Slims of Philadelphia. Specials features will include: a fast serve cage, clocking serve speeds with a radar gun; tennis trivia games and data to be accessed via computer kiosks; a short court tennis cage; a multi-media exhibit where fans can compose a letter to their favorite player on a computer screen (it will be delivered to the player that day); and a therapeutic massage center, where sports fans can find relief for their aches and pains.

Also, unmarried attendees can hope to "meet their match" at a computer kiosk set up by a an area dating service.

- Adjacent to the Advanta Arcade will be an Exhibition Area. Over 50 companies will showcase sports and tennis-related products and services in an area assembled with over 50 tables, 100 chairs and 1000' of blue pipe and drape.

Additional Set-Up Facts & Figures:

- Convention Center conference spaces will be converted into a tournament office, a player lounge, an umpire room, a volunteer headquarters, a ballpersons' recreational area, and a media center and interview room.
- Two large restroom lounges will be converted into player locker rooms and training rooms. They will be equipped with two massage & training tables and over 100 massages will be given to players during the week.
- Over 4,000 tennis balls will be used throughout the week -- by 32 singles players, 16 doubles teams and 32 singles qualifiers.
- Over 1,600 white bath towels and 500 Virginia Slims tennis towels will be used by players and coaches.
- Seventy bags of ice will cool the 10 cases of Gatorade, 100 cases of juice, 200 cases of soda, and 200 cases of bottled water consumed by players and staff.
- Over 45,000 meals will be served to spectators, staff, players and media throughout the week. Some 1600 cups of coffee will be consumed in the Media Center alone!
- Working along with the Convention Center staff will be over 220 volunteers, 25 Virginia Slims of Philadelphia tournament staff members, 20 umpires and 45 ballpersons, who will be putting in 18-hour days throughout tournament week to make sure everything runs smoothly.

#

2042835522



FOR IMMEDIATE RELEASE:
Contact: Rebecca R. Ayars
AYARS PR
609/589-8153

**4TH ANNUAL BENEFIT FOR PHILADELPHIA MUSEUM OF ART
TO BRING TOGETHER ART & TENNIS WORLDS DURING
VIRGINIA SLIMS OF PHILADELPHIA ON FRIDAY, NOV. 11**

Philadelphia, PA (Oct. 26, 1994) -- Tennis fans and arts patrons will once again converge for a match made in heaven: the Virginia Slims of Philadelphia's Annual Cocktail Party and Silent Auction Benefit for The Philadelphia Museum of Art. The event will be held on Friday, Nov. 11 at 5:00 p.m. at the Reading Terminal Arcade, 1100 Filbert Street.

The benefit evening begins at the Reading Terminal Arcade, with a festive reception from 5:00 p.m. to 7:00 p.m., and then moves into the Pennsylvania Convention Center's "A" Hall for the exciting Virginia Slims of Philadelphia quarterfinal matches.

The reception, the first event ever to be held in the "unfinished space" across from the Convention Center, will give guests the opportunity to mingle with tennis stars and local celebrities, enjoy food from some of the area's finest caterers, and bid on an array of exciting live and silent auction items.

Auction items that will be up for grabs will include: autographed sports items and memorabilia; prime seats to other sporting events; a week of tennis at The Tennis Farm; exciting weekend getaway packages, featuring fine hotels and restaurants, in Philadelphia, New York, Cape May, Washington, Baltimore, Boston, Wilmington, San Francisco and the Napa Valley; days of beauty; gourmet holiday gifts from Ham Sweet Ham; and dinners "catered" by some of the area's finest restaurants.

- more -

2042835523

Tickets for the Party & Tournament, at \$75, are available by calling the Art Museum at (215)684-7765. The Philadelphia Museum of Art is the official charity of the Virginia Slims of Philadelphia. To date, the fundraiser has raised over \$100,000 for the museum's general operating fund.

Returning for its fourth year November 7 - 13, the \$750,000 Virginia Slims of Philadelphia, presented by Advanta, will feature Steffi Graf, Conchita Martinez, Mary Pierce, Gabriela Sabatini, Lindsay Davenport, Natalia Zvereva, Lisa Raymond and other top players. The event is one of the 13 Blockbuster events on the 1994 WTA Tour and will award \$150,000 to the singles winner. Tickets are available by calling the tournament office at (215)654-7700.

#

2042835524



ADVANTA

PRESENTS

VIRGINIA SLIMS OF PHILADELPHIA

November 7 - 13, 1994

Contact: Rebecca Ayars or Jim Fuhse
AYARS PR Virginia Slims
609/589-8153 212/880-3984

FOR IMMEDIATE RELEASE:

CAPRIATI TO REJOIN TOUR AT

\$750,000 VIRGINIA SLIMS OF PHILADELPHIA, NOV. 7-13

Philadelphia, PA (Nov. 3, 1994) -- American tennis star Jennifer Capriati will return to the WTA Tour next week at the \$750,000 Virginia Slims of Philadelphia, presented by Advanta, it was announced today.

Capriati, who has earned six singles crowns and close to \$1.5 million in prize money in her young but productive career, will play her first tournament since taking a break from tennis following last year's U.S. Open.

Making her debut in 1990 at the Virginia Slims of Florida, Capriati became one of the most widely-heralded players ever to join the tour, as she galloped her way into the tournament final before falling to Gabriela Sabatini. Capping off her debut year, she went on to reach the semifinals of the French Open, win her first pro title at the Puerto Rico Open and become the youngest player ever to crack the Top Ten in the Virginia Slims Rankings.

- more -

2042835525

WTA TOUR

Other career highlights include defeating Steffi Graf to win the singles Gold Medal at the 1992 Summer Olympics in Barcelona; and winning additional singles titles at San Diego in '91 (over No. 1 Monica Seles) and '92 (over Conchita Martinez), at the Canadian Open in '91 and at Sydney, Australia last year.

She has made two previous appearances at the Virginia Slims of Philadelphia, reaching the final in 1991 and the semifinals in 1992.

Capriati has accepted a wild card into the event, Nov. 7-13, which will feature Graf, Martinez, Sabatini, Mary Pierce, Lindsay Davenport, Natalia Zvereva, Lisa Raymond and other top players at the Pennsylvania Convention Center, the tournament's new home.

The \$750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1994 WTA Tour, which culminates the following week with the season-ending \$3.5 Million Virginia Slims Championships at New York's Madison Square Garden. The top 16 singles players and the top eight doubles teams, determined from Virginia Slims points accumulated during the year, will vy for \$1 million in tournament prize money, and are also eligible to receive money from the \$2.5 million Virginia Slims Bonus Pool. Tickets are available by calling the Tournament Office at (215)654-7700.

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2042835526



JENNIFER CAPRIATI

Tennis Career Highlights

- * Became most widely-heralded player ever to join tour upon pro debut in March 1990 at Virginia Slims of Florida, battling her way to the final before falling to Gabriela Sabatini.
- * Became youngest Grand Slam semifinalist in tennis history at 1990 French Open in first Grand Slam appearance. (In reaching semifinal, equaled Chris Evert's Grand Slam semifinal debut at 1971 U.S. Open.)
- * Achieved first singles title (excluding Federation Cup) in 11th event as a pro, winning the Puerto Rico Open over Zina Garrison-Jackson.
- * Cracked the Top Ten in the Virginia Slims Rankings in 1990, the youngest player ever to do so at 14 years, 235 days. (Andrea Jaeger was 15 years old in 1980.)
- * Remained in the Top Ten until taking break from tour after 1993 U.S. Open.
- * In 1991, became youngest-ever female semifinalist at Wimbledon. Upset defending champ and nine-time winner Martina Navratilova to force her earliest Wimbledon exit in 14 years.
- * At 1991 U.S. Open, upset defending champion Gabriela Sabatini in quarterfinals before finally falling to eventual tournament champion Monica Seles in a nail-biting, three-set semifinal that lasted 2 1/2 hours.
- * Won 1991 San Diego title over No. 1 Seles, marking first victory over one of the Top Three players.
- * Defeated Steffi Graf to win singles Gold Medal at 1992 Summer Olympics in Barcelona.
- * Marked first tour title outside the United States (sixth of career) at 1993 Sydney, Australia.
- * Has achieved six career singles crowns and earned close to \$1.5 million in her career.

2042835527



ADVANTA

PRESENTS

VIRGINIA SLIMS OF PHILADELPHIA

November 7 - 13, 1994

1 9 9 4 F A C T S H E E T

DATES: Main Draw: November 7 - 13

SITE: Pennsylvania Convention Center, 12th & Arch Sts.
215/418-4700

QUALIFYING: November 4, 5 & 6 at Gulph Mills/JKTS Tennis Club
610 S. Henderson Road, King of Prussia
610/265-6730

FEATURING: Some of the biggest stars in women's tennis --
Defending champion Conchita Martinez,
Mary Pierce, Gabriela Sabatini, Lindsay Davenport,
Natalia Zvereva, Jennifer Capriati, Amy Frazier,
Amanda Coetzer, Anke Huber, Lisa Raymond and
many more.

PRIZE MONEY: \$750,000; Singles winner earns \$150,000

TOUR: 61st stop on 1994 WTA Tour

DRAW: 32 Singles/16 Doubles/32 Qualifying

SURFACE: Supreme

PROMOTER: International Management Group
Barbara Perry, Tournament Director

SCHEDULE:

<u>Maindraw:</u>	
Monday, Nov. 7	9 a.m./7 p.m.
Tuesday, Nov. 8	9 a.m./7 p.m.
Wednesday, Nov. 9	9 a.m./7 p.m.
Thursday, Nov. 10	9 a.m./7 p.m.
<u>Quarterfinals:</u>	
Friday, Nov. 11	11 a.m./7 p.m.
<u>Semifinals:</u>	
Saturday, Nov. 12	2 p.m./7 p.m.
<u>Finals:</u>	
Sunday, Nov. 13	1 p.m.

TICKETS: Ranging from \$12 to \$35, are on sale at Virginia Slims
Tournament office, 215/654-7700, and Delaware Valley
locations of The Camera Shop, Inc.

TELEVISION: KYW-TV to carry the final, on tape delay, on
Sunday, Nov. 13 at 4:30 p.m.

- more -

WTA TOUR

PURSE: \$750,000, with breakdown as follows:

Singles:

Winner (1)	\$150,000
Finalist (1)	67,500
Semifinalists (2)	33,750
Quarterfinalists (4)	16,950
Round of 16 (8)	8,625
Round of 28 (16)	4,575

Qualifying:

5-8 (4)	\$ 2,550
9-16 (8)	1,950
17-32 (16)	1,200

Doubles:(per Team)

Winner (1)	\$ 45,000
Finalist (1)	22,500
Semifinalists (2)	15,000
Quarterfinalists (4)	7,500
Round of 16 (8)	3,750

Totals:

Singles	\$495,800
Doubles	157,500
Qualifying	45,000
WTA 7%	52,500

**VIRGINIA
SLIMS BONUS
POOL POINTS:**

Points for Singles and Doubles, to be awarded
as follows:

Winner	470
Finalist	330
Semifinalists	210
Quarterfinalists	105
Round of 16	55
Round of 32	28

**MEDIA
INFORMATION:**

Rebecca Ridgway Ayars or Suellen Foley
AYARS Public Relations
609/589-8153

**MEDIA
CENTER:**

215/418-2055 (Main Number)
215/418-2063 (Fax)

#

2042835529



ADVANTA

PRESENTS

VIRGINIA SLIMS OF PHILADELPHIA

November 7 - 13, 1994

Contact: Rebecca R. Ayars
AYARS PR
609/589-8153

FOR IMMEDIATE RELEASE:

BIGGEST NAMES IN WOMEN'S TENNIS. INTERACTIVE EXHIBITION &
ANNUAL ART MUSEUM BENEFIT HIGHLIGHT WEEKEND ACTIVITIES AT
VIRGINIA SLIMS OF PHILADELPHIA, NOVEMBER 7-13.

Philadelphia, PA (Oct. 24, 1994) -- Sports fans who plan to head down to the Pennsylvania Convention Center November 11-13 for the final weekend of the annual \$750,000 Virginia Slims of Philadelphia, presented by Advanta, will be treated to more than exciting tennis action.

Among the 13 Blockbuster Events on the WTA Tour, the event will once again feature the world's top stars, including Steffi Graf, Conchita Martinez, Gabriela Sabatini, Mary Pierce, Lindsay Davenport, Natalia Zvereva, local player Lisa Raymond and many more. Quarterfinal matches will take place on Friday, Nov. 11, at 11 a.m. and 7 p.m.; and semifinals on Saturday, Nov. 12, at 2 p.m. and 7 p.m. The tournament final will be held on Sunday, Nov. 13 at 1 p.m. Tickets, ranging from \$20 to \$35, are available by calling the tournament office at 215/654-7700.

Moving to its new home at the Convention Center, the tournament will take full advantage of sparkling new facility as it transforms it into a world-class tennis venue. The event marks the first major sports event that the multi-use facility has hosted since its opening last year.

Below are some off-the-court activities highlighting the weekend:

- more -

WTA TOUR

Interactive "Advanta Arcade":

For the first time, the Virginia Slims of Philadelphia will feature an interactive exhibition area, called the "Advanta Arcade," a new attraction encouraging fan participation at the event. Attendees should plan to check out the multi-media exhibit, which will include: a fast serve cage, where tournament-goers can find out how their serve speeds compare to the top stars'; tennis trivia games and data to be accessed via computer kiosks; a short court tennis cage; a multi-media exhibit where fans can compose a letter to their favorite player on a computer screen (and have it delivered to the player that day); and a therapeutic massage center, where sports fans can find relief for their aches and pains. Also, unmarried sports fans can hope to "meet their match" at a computer kiosk set up by an area dating service.

Annual Virginia Slims of Philadelphia Art Museum Benefit:

Tennis fans and arts patrons will once again converge for a match made in heaven: the tournament's annual Cocktail Party and Silent Auction benefitting The Philadelphia Museum of Art on Friday, Nov. 11 at 5 p.m. This year, the event will inhabit an unfinished space called the Reading Terminal Arcade, 1100 Filbert Street. Guests will mingle with tennis stars and local celebrities, enjoy food from some of the area's finest caterers, bid on an array of exciting live and silent auction items, then attend the evening quarterfinals of the Virginia Slims of Philadelphia.

- more -

2042835531

Up for grabs during the silent and live auction will be autographed sports items and memorabilia; prime seats to other sporting events; and exciting weekend getaway packages, featuring fine hotels and restaurants, in Philadelphia, New York, Washington, Baltimore, Boston, Wilmington, and Cape May.

Tickets for the Party & Tournament, at \$75, are available by calling the Art Museum at (215)684-7765. To date, the fundraiser has raised over \$100,000 for the museum's general operating fund.

#

2042835532

Clipping Analysis

2042835533

REBECCA AYARS
Public Relations

38 Saddlebrook Drive
Sewell, NJ 08080

(609) 589-8153
Fax (609) 582-6209

1994 VIRGINIA SLIMS OF PHILADELPHIA
CLIPPING ANALYSIS

TOTAL PRINT CIRCULATION & READERSHIP:
(TRACKED TO DATE)

CIRCULATION: 107,281,500

READERSHIP: 268,203,750

2042835534

Virginia Slims of Philadelphia '94
Clipping Analysis: Off-Sports

I. OFF SPORTS PUBLICITY:

ADVANCE AND TOURNAMENT WEEK PLACEMENTS

DAILIES: (Tri-State Area):

Philadelphia Inquirer (D), Philadelphia, PA
(c. 527,000)
(c. 986,000 - Sunday)

- 5/25 - Business: Notes on New Site for Tourney
- 9/19 - Business: Event Listing
- 10/3 - Entertainment: TV Column re: Evert (photo)
- 10/6 - Entertainment: TV Column mention re: KYW telecast
- 10/17 - Business: Event Listing
- 10/18 - Features: Newsmakers column notes re: Anthem
(most read Features column)
- 10/19 - Metro: Column notes re: Anthem
- 10/20 - Entertainment: "Going out" column on Anthem
- 10/20 - Entertainment: Society Column notes re: Museum Benefit
- 10/31 - Entertainment: Radio Column notes re: Anthem singer
- 11/6 - Inquirer Sunday Magazine: Metropolis Page Photo feature
re: What tennis stars do in Philadelphia
- 11/7 - Entertainment: Chris Evert feature/photo in TV Column
- 11/11 - Weekend Section: "Winners' Column & photo re: Tourney
& Museum benefit
- 11/13 - TV Week: Broadcast Highlights Note
- 11/17 - Entertainment: Society Column re: Museum Benefit recap
- T.B.A.- Inquirer Sunday Magazine: Tourney included in Photo
feature on Convention Center.

CIRC: 6,851,000
2,958,000

READERSHIP: 17,127,500
7,395,000

2042835535

Virginia Slims of Philadelphia '94
Clipping Analysis: Off-Sports

Daily News (D), Philadelphia, PA
(c. 232,000)

- 9/26 - Business: Mentioned in Story on Convention Center happenings
- 10/17 - CITY PAGE: "One of Us" Column/Photo on IMG staffmember (A popular feature)
- 10/19 - Tattle Page: Entertainment Column notes re: Perry Wedding (Much-read column)
- 10/24 - Business: Notes re: Chamber of Commerce night
- CIRC: 928,000 READERSHIP: 2,320,000

Courier-Post (D), Camden, NJ
(c. 130,000)

- 10/20 - Features: Rock Column Notes re: Anthem Contest
- CIRC: 260,000 READERSHIP: 650,000

Delaware County (PA) Daily Times (D)
(c. 60,000)

- 11/4 - Features: Music Column Notes re: Local Anthem singers
- 11/7 - Features: Notes re: Chris Evert
- CIRC: 120,000 READERSHIP: 300,000

Daily Record (D), Coatesville, PA
(c. 7,500)

- 9/13 - Tickets on sale
- CIRC: 7,500 READERSHIP: 18,750

The Phoenix (D), Phoenixville, PA
(c. 7,000)

- 9/17 - Tickets on sale
- 9/28 - Ticket listing
- 9/30 - Ticket listing
- 10/5 - Ticket listing
- CIRC: 28,000 READERSHIP: 80,000

2042835536

Virginia Slims of Philadelphia '94
Clipping Analysis: Off-Sports

Monthly, Weekly & Bi-Weekly Publications:

Philadelphia Magazine (M)
(c. 146,000)

11/94 - Feature Story/Photo on Raymond

11/94 - Datebook: Tourney highlighted with photo/listing

CIRC: 292,000

READERSHIP: 730,000

Business Philadelphia (M)
(c. 50,000)

12/94 - Tournament Director Named a 1995 "Woman to Watch"
(Also in regional editions of "Working Woman")

CIRC: 50,000

READERSHIP: 125,000

TWA Ambassador (M)
(c. 350,000)

11/94 - Events: Tourney highlighted (photo)

CIRC: 350,000

READERSHIP: 875,000

Guest Informant (4x/year), Philadelphia edition
(c. 350,000)

9/94 - Fall/Winter Guide: Event listing/photo

CIRC: 350,000

READERSHIP: 875,000

Where Philadelphia (M)
(c. 100,000)

11/94 - Calendar Listing

CIRC: 100,000

READERSHIP: 250,000

Welcomat (W), Philadelphia
(c. 29,000)

9/21 - Fall Guide: Tourney preview/photo

9/21 - Fall Guide: Tourney preview (Main Line edition)

11/9 - Events: Art Museum Benefit

CIRC: 87,000

READERSHIP: 217,500

2042835537

Virginia Slims of Philadelphia '94
Clipping Analysis: Off-Sports

Philadelphia Business Journal (W)
(c. 20,000)

- 5/27 - Tourney moving to Convention Center
- 11/4 - Mention in Feature re: Uses for Train Shed
- 11/4 - Article: Events Coming to Convention Center
- T.B.A.- Business Columnist interviews B. Perry, sponsors
(11/15) re: benefits of tennis sponsorships

CIRC: 80,000

READERSHIP: 200,000

Jewish Times (W), Philadelphia
(c. 30,000)

- 11/17 - Tourney feature & photos

CIRC: 30,000

READERSHIP: 75,000

City Line News (W), Bala Cynwyd, PA
(c. 50,000)

- 10/26 - Article: Chris Evert

CIRC: 50,000

READERSHIP: 125,000

Mainliner News (W), Ardmore, PA
(c. 10,000)

- 6/3 - Article on Raymond, new site
- 11/4 - Society column notes
- 11/11 - Society column notes

CIRC: 30,000

READERSHIP: 75,000

Suburban & Wayne Times/Courier (W), Wayne, PA
(c. 24,000/combined)

- 9/8 - Raymond, others on new pro rules
- 9/8 - Raymond at U.S. Open
- 9/14 - Tickets on sale (3 editions)
- 11/9 - Art Museum Benefit article

CIRC: 96,000

READERSHIP: 240,000

2042835538

Virginia Slims of Philadelphia '94
Clipping Analysis: Off-Sports

Suburban Advertiser (W), Wayne, PA
(c. 15,000)

11/10 - Article re: Benefit

CIRC: 15,000

READERSHIP: 37,500

Free Press (Biwkly), Quakertown, PA
(c. 5,000)

11/3 - Notes re: Benefit

CIRC: 5,000

READERSHIP: 12,500

Guide (W), Philadelphia Editions
(c. 30,000)

10/27 - Article re: Frazier & Shriver to Play

CIRC: 30,000

READERSHIP: 75,000

TOTAL

CIRC: 12,717,500

TOTAL

READERSHIP: 31,793,750

(Off-Sports Placements tracked to date)

2042835539

Virginia Slims of Philadelphia '94
Clipping Analysis: Sports

II. ADVANCE PUBLICITY:

SUMMARY OF KEY SPORTS PLACEMENTS

DAILIES: (Tri-State Area):

Philadelphia Inquirer (D), Philadelphia, PA
(c. 527,000/986,000 - Sunday)

- 5/24 - Sports Story: New Site for Slims
- 9/16 - Sports Feature: Lisa Raymond & '94 Field
- 9/29 - Sports Brief: Davenport, McNeil enter
- 10/19 - Sports Brief: Frazier, Schultz enter
- 11/4 - Sports Story: Capriati Rejoining Tour with photo
(Sports Cover)
- 11/5 - Sports Brief: Draw summarized
- 11/5 - Sports Story: Martinez top seed/Graf out
- 11/6 - Sunday Sports Feature: Martinez & Tourney preview

CIRC: 3,689,000
986,000

READERSHIP: 9,222,500
2,465,000

Daily News (D), Philadelphia, PA
(c. 232,000)

- 5/24 - Sports Feature: New Site for 'Slims
- 5/27 - Sports TV: Column Note
- 7/26 - Sports Column: Raymond interviewed
- 9/8 - Sports Mention: WTA Tour story
- 9/9 - Sports Notes: Raymond to play Philly
- 9/12 - Sports Mention: U.S. Open coverage
- 9/16 - Sports Story: Graf Slated for event
- 9/29 - Sports Notes: Davenport in
- 9/30 - Sports Notes: Evert on final
- 10/18 - Sports Column: Sabatini on Career & Tour

2042835540

Virginia Slims of Philadelphia '94
Clipping Analysis: Sports

Daily News (con't)

- 11/3 - Full Page Feature: Davenport (photo)
- 11/4 - Sports Notes: Tourney televised
- 11/4 - Sports Article: Capriati Returning (photo)
- 11/5 - Sports Story: Draw set/Graf out

CIRC: 3,248,000

READERSHIP: 8,120,000

Courier Post (D), Camden, NJ
(c. 130,000)

- 9/16 - Sports Notes: Top Females Enter 'Slims
- 9/29 - Sports Note: Davenport In
- 10/19 - Sports Note: Shriver In
- 11/4 - Sports Story: Capriati Returning
- 11/5 - Sports Feature: Draw is set

CIRC: 650,000

READERSHIP: 1,625,000

Trenton Times (D), Trenton, NJ
(c. 71,000/86,000 - Sunday)

- 5/25 - Sports Story: New Site for 'Slims
- 9/16 - Sports Feature: Raymond eager for win
- 9/29 - Tennis Notes: Davenport, McNeil enter
- 10/9 - Sports Notes: Tourney Coming/Tickets
- 10/19 - Sports Notes: Frazier, Shriver enter
- 10/26 - Sports Feature: Davenport on tennis
- 9/30 - Sports Note: Telecasts
- 11/4 - Sports Story: Capriati Coming
- 11/5 - Sports Story: Overall tourney/draw
- 11/6 - Sports Mention in article on endorsements.

CIRC: 639,000
86,000

READERSHIP: 1,597,500
215,000

2042835541

Virginia Slims of Philadelphia '94
Clipping Analysis: Sports

News Journal (D), Wilmington, DE
(c. 120,000)

- 9/16 - Sports Notes: Top Women Enter
- 9/29 - Sports Notes: Davenport In
- 10/19 - Sports Notes: Graf Scheduled to play
- 11/4 - Sports Feature: Capriati Returning (photo)
- 11/5 - Sports Story: Draw set/Graf out

CIRC: 600,000

READERSHIP: 1,500,000

Courier-Times (D), Levittown, PA
(c. 64,000)

- 9/14 - Sports Notes: Tiebreak Tourney
- 11/4 - Sports Feature: Capriati Returning/Tourney Facts

CIRC: 128,000

READERSHIP: 320,000

Delaware Co. Daily Times (D), Primos, PA
(c. 60,000)

- 9/16 - Sports Column: Raymond interview
- 11/4 - Sports Feature: Capriati Comeback
- 11/5 - Sports Notes: Draw Set

CIRC: 180,000

READERSHIP: 450,000

Daily Local News (D), West Chester, PA
(c. 36,000)

- 10/26 - Sports Feature: Davenport
- 11/4 - Sports Feature: Capriati Comeback
- 11/5 - Sports Notes: Draw Set

CIRC: 108,000

READERSHIP: 270,000

2042835542

Virginia Slims of Philadelphia '94
Clipping Analysis: Sports

Times Herald (D), Norristown, PA
(c. 30,000)

- 5/25 - Sports Notes: Tourney's new home
- 9/25 - Sports Feature: Raymond on Career
- 10/19 - Sports Notes: Shriver & Frazier in
- 11/4 - Sports Story: Capriati Returning
- 11/5 - Sports Story: Draw is set

CIRC: 150,000 READERSHIP: 375,000

Burlington Co. (NJ) Times (D)
(c. 42,000/47,000 - Sunday)

- 9/16 - Sports Notes: Strong field
- 11/4 - Sports Notes: Capriati
- 11/6 - Sports Story: Overall Tourney/Capriati

CIRC: 84,000 READERSHIP: 210,000
47,000 117,500

Trentonian (D), Trenton, NJ
(c. 74,000)

- 11/4 - Sports Notes: Capriati
- 11/6 - Sports Column: Capriati

CIRC: 148,000 READERSHIP: 370,000

Intelligencer/Record (D), Doylestown, PA
(c. 37,000/combined)

- 11/4 - Sports Story: Capriati Returns

CIRC: 37,000 READERSHIP: 92,500

Mercury (D), Pottstown, PA
(30,000)

- 11/5 - Sports Story: Capriati draws Huber

CIRC: 30,000 READERSHIP: 75,000

2042835543

Virginia Slims of Philadelphia '94
Clipping Analysis: Sports

Reporter (D), Lansdale, PA
(c. 19,000)

11/4 - Sports Story: Capriati Returning

CIRC: 19,000

READERSHIP: 47,500

Key National Newspapers: (Very Partial Listing)

USA Today (D)
(c. 1,400,000)

11/4 - Sports Column Note: Cover Page Note/Photo

CIRC: 1,400,000

READERSHIP: 3,500,000

New York Times (D)
(c. 1,100,000/1,700,000 - Sunday)

11/4 - Sports Article: Capriati Returns

11/5 - Sports Note: Capriati Draws Huber

CIRC: 1,100,000
1,700,000

READERSHIP: 2,750,000
4,250,000

Baltimore Sun (D)
(c. 228,000)
(c. 369,000 - Sunday)

11/4 - Sports Story: Capriati Returns

11/5 - Sports Notes: Capriati

CIRC: 228,000
369,000

READERSHIP: 570,000
922,500

Dailies Beyond Tri-State Area:

Morning Call (D), Allentown, PA
(c. 138,000)

11/4 - Sports Story: Capriati

CIRC: 138,000

READERSHIP: 345,000

Atlantic City (NJ) Press (D)
(c. 76,000)

11/4 - Sports Note: Capriati

CIRC: 76,000

READERSHIP: 190,000

2042835544

Virginia Slims of Philadelphia '94
Clipping Analysis: Sports

Reading Eagle (D), Reading, PA
(c. 80,000)

11/4 - Sports Story: Capriati

11/ 5 - Sports Note: Capriati

CIRC: 160,000

READERSHIP: 400,000

Scranton (PA) Times (D)
(C. 56,000)

11/4 - Sports Feature: Capriati

CIRC: 56,000

READERSHIP: 140,000

Times-Leader (D), Wilkes-Barre, PA
(c. 51,000)

11/4 - Sports Story: Capriati Returns

11/6 - Sports Story: Capriati Starts Comeback

CIRC: 102,000

READERSHIP: 225,000

Harrisburg (PA) News (D)
(c. 48,000)
(c. 174,000 - Sunday)

11/4 - Sports Notes: Capriati

11/6 - Sports Notes: Capriati Comeback

CIRC: 48,000
174,000

READERSHIP: 120,000
435,000

Harrisburg (PA) Patriot (D)
(c. 58,000)

11/4 - Sports Notes: Capriati

CIRC: 58,000

READERSHIP: 145,000

Intelligencer Journal (D), Lancaster PA
(c. 45,000)

11/5 - Sports Story: Capriati meeting Huber

CIRC: 45,000

READERSHIP: 112,500

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Virginia Slims of Philadelphia '94
Clipping Analysis: Sports

Daily Record (D), York, PA
(c. 42,000)

11/4 - Sports Story: Capriati

11/5 - Sports Story: Capriati Opening Tough

CIRC: 84,000

READERSHIP: 210,000

Evening Sun (D), Hanover, PA
(c. 25,000)

11/4 - Sports Notes: Capriati

11/6 - Sports Notes: Capriati

CIRC: 50,000

READERSHIP: 125,000

Observer (D), Toms River, NJ
(c. 22,000)

11/6 - Sports Story: Capriati

CIRC: 22,000

READERSHIP: 55,000

Magazines & Weekly Publications:

Speedliner (W), Camden, NJ
(c. 228,000)

11/4 - Event preview

CIRC: 228,000

READERSHIP: 570,000

Philadelphia Tribune (Biwkly)
(c. 73,000)

10/18 - Sports Story: Slims' Wild Cards Still Open

CIRC: 73,000

READERSHIP: 182,500

Main Line Times (W), Ardmore, PA
(c. 18,000)

9/29 - Sports Column: Raymond in 'Slims (photo)

CIRC: 18,000

READERSHIP: 45,000

TOTAL

CIRC: 16,958,000

(Advance Sports Placements tracked to date)

TOTAL

READERSHIP: 42,395,000

2042835546

Virginia Slims of Philadelphia '94
Clipping Analysis: Sports/Event Week

III. TOURNAMENT WEEK PUBLICITY:

SPORTS COVERAGE HIGHLIGHTS

NATIONAL & INTERNATIONAL MEDIA:

(A partial listing of Key National and International print media attending and resulting Tournament Week coverage.)

Daily Newspapers & Wire Services:

USA Today (D)
(c. 1,400,000)

Doug Smith covered. Highlights included excellent Sports Cover pieces on Capriati on two days preceding match; a story on players' support for her; Sports Cover story on match (Front Page tease); report on Meilen Tu's upset of Coetzer; as well as results daily.

CIRC: 11,200,000

READERSHIP: 28,000,000

New York Times (D)
(c. 1,100,000/Sunday 1,700,000)

Robin Finn covered Capriati match. Paper ran column notes & results throughout week. Highlights were good stories on Capriati's "homecoming" & Tauziat's upset of Martinez. (Photo coverage also)

CIRC: 5,500,000
1,700,000

READERSHIP: 13,750,000
4,250,000

New York Daily News (D)
(c. 1,200,000)

Filip Bondy covered Capriati match.

CIRC: 2,400,000

READERSHIP: 6,000,000

Washington Post (D)
(c. 825,000)

Jonette Howard covered Capriati match.

CIRC: 1,650,000

READERSHIP: 4,125,000

Chicago Tribune (D)
(c. 750,000)

Melissa Isaacson covered Capriati match.

CIRC: 1,500,000

READERSHIP: 3,750,000

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Virginia Slims of Philadelphia '94
Clipping Analysis: Sports/Event Week

Newsday (D)
(c. 700,000)

Laura Price covered Capriati comeback through the week.

CIRC: 2,800,000 READERSHIP: 7,000,000

New York Post (D)
(c. 450,000)

Carried stories on Capriati match and upset of Martinez.

CIRC: 900,000 READERSHIP: 2,250,000

Boston Globe (D)
(c. 500,000)

Joe Burris wrote about Capriati match.

CIRC: 1,000,000 READERSHIP: 1,250,000

Boston Herald (D)
(c. 360,000)

Matt Toll wrote about Capriati match.

CIRC: 720,000 READERSHIP: 1,800,000

St. Petersburg (FL) Times (D)
(c. 390,000)

Darrel Fry covered Capriati comeback through the week.

CIRC: 1,560,000 READERSHIP: 3,900,000

Palm Beach (FL) Post (D)
(c. 200,000)

Dave George covered Capriati match.

CIRC: 400,000 READERSHIP: 1,000,000

Baltimore Sun (D), Baltimore, MD
(c. 228,000/Saturday 369,000/Sunday 485,000)

Sandra McKee covered through week.

CIRC: 912,000	READERSHIP: 2,280,000
369,000	922,500
485,000	1,212,500

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Virginia Slims of Philadelphia '94
Clipping Analysis: Sports/Event Week

Washington Times (D)
(c. 100,000)

Josh Young covered Capriati match.

CIRC: 200,000 READERSHIP: 500,000

Lafayette (LA) Daily Advertiser (D)
(c. 40,000)

Covered Chanda Rubin matches for hometown paper.

CIRC: 120,000 READERSHIP: 300,000

London Sunday Telegraph (D), London
(c. 600,000)

Ron Atkin covered Capriati match.

CIRC: 1,200,000 READERSHIP: 3,000,000

Daily Telegraph (D), London
(c. 400,000)

Barry Wood covered through the week.

CIRC: 1,600,000 READERSHIP: 4,000,000

Independent on Sunday (D), London
(c. 500,000)

Owen Slot covered Capriati's return.

CIRC: 1,500,000 READERSHIP: 3,750,000

The Independent (D), London
(c. 300,000)

Sandy Harwitt covered Capriati's return.

CIRC: 600,000 READERSHIP: 1,500,000

Gazette Delle Sport (D), Milan
(c. 300,000)

Luca Dini covered Capriati's return.

CIRC: 600,000 READERSHIP: 1,500,000

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Virginia Slims of Philadelphia '94
Clipping Analysis: Sports/Event Week

Nice-Matin (D), France
(c. 250,000)

Dan DeDominicis covered Capriati return.

CIRC: 750,000

READERSHIP: 1,875,000

Associated Press
(c. n/a)

Bucky Gleason filed daily stories and AP Photo shot all week.

Reuters
(c. n/a)

Dave Porter filed stories daily. Photographer shot Capriati match.

Agency France Press
(c. n/a)

Rebecca Byron covered Capriati match. (Photographer also)

Allsport Photographic
(c. n/a)

Simon Bruty shot event through week.

Bongarts Sportfoto
(c. n/a)

Rudy Fessel shot Capriati match for German press.

Magazines:

Time
(c. 4,600,000)

11/21 issue carried Capriati comeback news & photo in People.

CIRC: 4,600,000

READERSHIP: 11,500,000

Sports Illustrated
(c. 3,200,000)

Sally Jenkins (and photographer) covered all week, with
11/21 issue featuring piece on Capriati.
11/14 issue mentioned tourney in article on Venus Williams.

CIRC: 6,400,000

READERSHIP: 16,000,000

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Virginia Slims of Philadelphia '94
Clipping Analysis: Sports/Event Week

People Magazine
(c. 3,300,000)

Robert Calandra (and photographer) covered Capriati match
for future issue.

CIRC: 3,300,000

READERSHIP: 7,500,000

Tennis Magazine
(c. 750,000)

Brian Cleary (and photographer) covered Capriati match.

CIRC: 750,000

READERSHIP: 1,875,000

Tennis Week
(c. 60,000)

Tournament highlights to be featured.

CIRC: 60,000

READERSHIP: 150,000

Matchball, Italy
(c. 60,000)

Photography attended tournament.

CIRC: 60,000

READERSHIP: 150,000

SUBTOTALS (NATIONAL & INTERNATIONAL)
CIRC: 54,836,000

READERSHIP: 137,090,000

2042835551

Virginia Slims of Philadelphia '94
Clipping Analysis: Sports/Event Week

PHILADELPHIA REGION NEWSPAPERS:
Dailies (Tri-State Area):

Philadelphia Inquirer (D), Philadelphia
(c. 527,000/986,000 - Sunday)

Expansive daily stories by Diane Pucin, on Sports Cover every day.
Highlights: Large color photos accompany in-depth stories; coverage
"teased" on Front Page of Inquirer four times during week.

CIRC: 5,270,000	READERSHIP: 13,175,000
986,000	2,400,000

Daily News (D), Philadelphia
(c. 232,000)

Bill Fleischman's daily stories and color photos filled two
Sports Section pages daily.
Highlights: there were often two tournament articles a day;
Capriati coverage teased on Front Page with photo (three sports
articles that day); sports people interview with Chris Evert;
sports people column on broadcaster/Anthem Singer.

CIRC: 3,016,000	READERSHIP: 7,540,000
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Courier Post (D), Camden, NJ
(c. 130,000)

Chris Macjiewski covered daily and paper carried wire reports.
Highlight: Large stories with photos on Sports Cover.

CIRC: 1,040,000	READERSHIP: 2,600,000
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Trenton Times (D), Trenton, NJ
(c. 71,000/86,000 - Sunday)

Dave Porter and Jon Marks provided large daily stories, often
two a day.
Highlights: frequent Sports Cover placement; big photos;
a daily "Slims Notebook"; in-depth people feature and photo of
Barbara Perry.

CIRC: 781,000	READERSHIP: 1,952,500
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News Journal (D), Wilmington, DE
(c. 120,000)

Extensive coverage daily (wire and Tom Cobourn).
Highlights: Sports cover placements Raymond on rise story.

CIRC: 1,240,000	READERSHIP: 3,100,000
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Virginia Slims of Philadelphia '94
Clipping Analysis: Sports/Event Week

Courier-Times (D), Levittown, PA
(c. 64,000)

Daily wire stories, with stories and columns by Dan Weber and Phil Sheridan. Coverage featured ticket/venue info prominently.

CIRC: 576,000

READERSHIP: 1,440,000

Delaware Co. Daily Times (D), Primos, PA
(c. 60,000)

Expansive daily stories and photos. (Dennis Deitch & wire reports)

CIRC: 480,000

READERSHIP: 1,200,000

Daily Local News (D), West Chester, PA
(c. 37,000)

Large daily articles by Bruce Mowday, often on Sports Cover.

CIRC: 370,000

READERSHIP: 925,000

Times Herald (D), Norristown, PA
(c. 30,000)

Large daily stories (Cheryl Kehoe and wire) and "Slims Notebook" on most days.

Highlights: Slims Notebooks provide interesting notes; expansive coverage of Raymond's progress.

CIRC: 330,000

READERSHIP: 825,000

Burlington Co. Times (D), Willingboro, NJ
(c. 42,000)

Extensive tournament coverage daily, from wire & Courier-Times.

CIRC: 336,000

READERSHIP: 840,000

Gloucester Co. Times (D), Woodbury, NJ
(c. 29,000)

Daily tournament coverage (wire).

CIRC: 232,000

READERSHIP: 580,000

Trentonian (D), Trenton, NJ
(c. 67,000)

Prominent daily wire coverage of event.

CIRC: 536,000

READERSHIP: 1,340,000

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Virginia Slims of Philadelphia '94
Clipping Analysis: Sports/Event Week

Mercury (PA), Pottstown, PA
(c. 30,000)

Very large wire stories/color photos daily.

CIRC: 240,000 READERSHIP: 600,000

Intelligencer/Record (D), Doylestown, PA
(c. 37,000/combined)

Large wire stories and color photos throughout week.

CIRC: 296,000 READERSHIP: 740,000

Daily Journal (D), Vineland, NJ
(c. 24,000)

Pete Santilli covered most of week.

CIRC: 120,000 READERSHIP: 300,000

Reporter (D), Lansdale, PA
(c. 19,000)

Large, prominent wire stories/photos daily.

CIRC: 152,000 READERSHIP: 380,000

Weeklies:

Tribune (Bi-wkly), Philadelphia
(c. 73,000)

Sports stories geared to black community.

CIRC: 219,000 READERSHIP: 547,000

Au Courant (W), Philadelphia
(c. 30,000)

Writer and photographer covered early rounds.

CIRC: 30,000 READERSHIP: 75,000

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Virginia Slims of Philadelphia '94
Clipping Analysis: Sports/Event Week

NEWSPAPERS BEYOND TRI-STATE AREA:

Dailies:

Morning Call (D), Allentown, PA
(c. 140,000)

Daily large wire stories & photos.

CIRC: 1,120,000 READERSHIP: 2,800,000

Atlantic City Press (D), Atlantic City, NJ
(c. 76,000)

Daily prominent wire reports throughout week.

CIRC: 608,000 READERSHIP: 1,520,000

Reading (PA) Eagle (D)
(c. 80,000)

Daily wire stories & photos, several very large.

CIRC: 640,000 READERSHIP: 1,600,000

Reading (PA) Times (D)
(c. 80,000)

Daily wire stories & photos, several very large.

CIRC: 640,000 READERSHIP: 1,600,000

Times-Leader (D), Wilkes-Barre, PA
(c. 51,000)

Daily tournament stories.

CIRC: 408,000 READERSHIP: 1,020,000

Citizen's Voice (D), Wilkesbarre, PA
(c. 48,000)

Carried key tournament stories during week.

CIRC: 240,000 READERSHIP: 600,000

Harrisburg (PA) Patriot (D)
(c. 60,000/Sunday 175,000)

Carried daily results.

CIRC: 360,000 READERSHIP: 900,000
175,000 437,500

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Virginia Slims of Philadelphia '94
Clipping Analysis: Sports/Event Week

Harrisburg (PA) News (D)
(c. 45,000)

Carried daily results.

CIRC: 225,000

READERSHIP: 562,500

Lancaster (PA) Era (D)
(c. 53,000)

Carried daily results.

CIRC: 424,000

READERSHIP: 1,060,000

Lancaster (PA) Journal (D)
(c. 45,000)

Carried daily results.

CIRC: 315,000

READERSHIP: 787,500

Scranton (PA) Times (D)
(c. 56,000)

Large daily stories with photos.

CIRC: 392,000

READERSHIP: 980,000

Daily Record (D), York, PA
(c. 42,000)

Daily stories during week.

CIRC: 294,000

READERSHIP: 735,000

Daily Item (D), Sunbury, PA
(c. 26,000)

Daily stories throughout week.

CIRC: 182,000

READERSHIP: 455,000

Standard Speaker (D), Hazleton, PA
(c. 24,000)

Daily stories throughout week.

CIRC: 168,000

READERSHIP: 420,000

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Clips

Off Open 7/9

Virginia Slims of Philadelphia '94
Clipping Analysis: Sports/Event Week

Daily News (D), Lebanon, PA
(c. 25,000)

Daily results through week.

CIRC: 175,000

READERSHIP: 437,500

Press Enterprise (D), Bloomsburg, PA
(c. 22,000)

Daily coverage throughout week.

CIRC: 154,000

READERSHIP: 385,000

SUBTOTAL
CIRC: 22,770,000

SUBTOTAL
READERSHIP: 56,925,000

TOTAL TOURNAMENT WEEK SPORTS COVERAGE:

CIRCULATION: 77,606,000

READERSHIP: 194,015,000

(Tracked to date)

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Inquirer

The Philadelphia Inquirer

Business

Wednesday, May 25, 1994

Business Summary

N.J. phone plan approved

■ A plan to open some local phone services to competition in New Jersey was approved by the state's Board of Regulatory Commissioners. The agreement, effective July 1, opens the \$700 million local toll-call market, now controlled exclusively by Bell Atlantic-New Jersey, to long-distance companies such as AT&T, MCI and Sprint. The market consists of toll calls within an area code, such as calls from Camden to Trenton.

Tomato makes a splash

■ Calgene Inc., a Davis, Calif., biotechnology company, said the introduction this past weekend of its MacGregor's tomatoes grown from Flavr Savr seeds was a "total success." Some stores sold out on the first day. So far, the genetically engineered tomatoes, approved for sale last week by the Food and Drug Administration, are available only in California and the Midwest.

Ohmicron raises funds

■ Ohmicron Corp. said it raised \$6.5 million for continued development and commercialization of new products and extension of current product lines. The funds came from the sale of preferred stock, primarily to four Philadelphia-area investors: CIP Capital L.P., TDH III L.P., Hillman Medical Ventures and the Penn Janney Fund. Ohmicron, of Newtown, makes diagnostic products for the environmental-agricultural market.

Tennis, anyone?

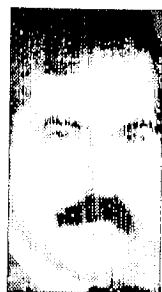
■ Tennis balls will be whacked around the Reading Train Shed from Nov. 7 to Nov. 13, when the \$750,000 Virginia Slims of Philadelphia becomes the first sporting event to be held at the new Convention Center. A Center Court arena will be created in the center's exhibition space, and practice courts will be set up in the Grand Hall of the Train Shed.

2042835558

He'll say bye-bye to 'Eye to Eye' for bedlam of 'Even

As CBS's **Andrew Heyward** is quick to point out, Phi Beta Kappa from Harvard "don't have any particular claim on sanity."

That's why Heyward is leaving the relative mental health of a weekly newsmagazine — **Connie Chung's Eye to Eye** — to return to the daily deadline hell of CBS *Evening News*. As expected, Heyward will replace **Erik Sorenson** as exec producer of *Evening News* beginning Oct. 17.



Andrew Heyward,
back to daily
deadlines.

three years' duration for most mortals, Heyward misses the adrenalin rush of daily deadlines. "There's something very exciting about responding to the news and executing stories on a dime," says Heyward, **Tom Bettag's**

Gail Shister

*TV/Radio
Talk*



No. 2 at *Evening News* from 1986 to '87. "Not doing stories for a dime, but turning them around on a dime." (Take a memo, **Larry Tisch**.)

It's that dime, metaphorically speaking, that turned Sorenson "into a french fry" after 900 broadcasts, he says.

"News is constantly developing, and because we are so cost-conscious, we can't let the meter run," Sorenson says. "You never know when Haiti's going to explode or another story is going to fizzle. You work 24 hours a day, seven days a week. You're always on call, even when you're on vacation."

Nevertheless, Heyward wants the job. He plans no changes in the critically nuked anchorteam of Chung and **Dan Rather**, launched in June '93. *Evening News* is battling **Tom Brokaw's NBC Nightly News** for second place behind **Peter Jennings' ABC World News Tonight**.

"Dan and Connie are both very strong. They're both good interviewers. Connie hasn't had

as much chance to show this, but she is a persistent, dogged, highly intelligent reporter. Dan is the most experienced reporter in TV news.

"It's obvious that the format reaches its full potential when they are both reporting instead of just reading the news. That's why Dan absolutely blew away the pack in Haiti.

"Frankly, I'm at a bit of a loss to understand the criticism of the format. Some people dismiss it as a gimmick. Our job is to justify that pairing and make it a journalistic asset."

As a newsmagazine producer — he also launched *48 Hours* in '88 — Heyward says he was limited by having access to only certain resources at CBS News. ("Everything had to be done a la carte.") Now, he says, "I have influence over the menu. I'm getting back to the heart and soul of CBS News, which remains *Evening News* and *60 Minutes*."

As for his projected tenure, Heyward says, "Let's see how I'm doing after two weeks. I have no idea how long it will last or what comes next."

Evert on Ch. 3. Channel 3 has nabbed legendary tennis star **Chris Evert** as a commentator for its coverage of the *Virginia Slims of Philadelphia* final Nov. 13.

Evert will join KYW's **Lou Tilley**



Chris Evert, covering *Virginia Slims* final for Channel 3.

and **Ukee Washington** for the match, set for 1 p.m. at the Convention Center. The telecast will air on tape at 4:30 p.m. because of the Eagles-Browns game at the Vet at 1 on NBC. (Coincidentally, it's the lone NBC Birds game all season.)

Evert played the *Slims* here four times, winning in '77 over **Martina Navratilova** and in '78 over **Billie Jean King**. The '94 *Slims* marks her first broadcast gig since

August '93. (Her son **Nicholas Joseph** was born in June, the second child for Evert and her hub, former U.S. Olympic skier **Andy Mill**.)

The Evert connection was made through **Mark McCormack's** International Management Group, says Channel 3 boss **Tony Vinciguerra**. IMG runs the *Philadelphia Slims*; Evert is an IMG client. Game, set and match.

Speaking of Tony V., he's a bit red-faced about being included among our town's most eligible singles in this month's *Philadelphia* magazine. "There are probably plenty of people more deserving than me," he says.

Vinciguerra, 40, says he prefers a good book to partying. His "main release," he says, is his '87 Porsche 911, a champagne-colored convertible. "It's got 80,000 miles on it. It's no big deal." (You can write to Tony in care of KYW.)

Ch. 6 changes. Lots of news at Channel 6. Morning co-anchor **Rick Williams** will add the noon show to his 6 a.m. duties, beginning today. He replaces **Robin Garrison**, who left for Arizona last month. With Williams, the noon and 6 a.m. lineups are identical, with **Monica Malpass** and **Dave Frankel**.

Former noon producer **Rob Royal** has been promoted to special-projects producer. He replaces **Steve Thode**, now e.p. Also, sports

Lou Tilley gets a lot of playing time in his sports-news lineup

Channel 3's Bionic Man has mellowed.

"I've found a new me," says **Lou Tilley**, 37. "The hothead is dead. I was a victim of my own self-inflicted pressure. I was living the job. I was too intense. Now I've learned to stop worrying about the little things. Now I know there's always a tomorrow."

Two years after being relegated to weekends in favor of top jock **Ukee Washington**, Tilley has



Lou Tilley
dominates
weekends at
Channel 3.

returned from the dead to dominate **Saturday-Sunday** face time in our town. Weekends at KYW-TV are practically "All Tilley All the Time."

In addition to his 6 and 11 p.m. sports segments, Tilley anchors the 30-minute **Sports Rap** at 11:35 p.m.

Sundays. And in his spare time, he co-hosts KYW's two-hour morning news shows, with TV newcomer **Amy Caples**.

KYW **News 3 Weekend**, launched in June, is an unqualified Nielsen success story.

Gail Shister
TV/Radio
Talk



The 9-to-11 a.m. Saturday version wins its time slot, averaging a 5.4 rating. The 10 a.m.-to-noon Sunday broadcast is first or second, with a 3.5. (Each rating point equals 26,821 TV homes.)

"We hit a real soft spot in the market," says Tilley, a native son and Northeast High grad. "A lot of grown-ups out there are tired of cartoons and *American Gladiators*. Our show is background music for people waking up. It's not heavy-handed or silly. ... I didn't realize how popular it would be."

On a typical weekend, Tilley puts in 36 hours between 5 a.m. Saturday and midnight Sunday. To help handle the schedule, he restricts himself to fruit, salad and tons of water, eschewing his beloved Snapple and coffee.

Not surprisingly, Tilley has dropped 13 pounds from his 6-foot-3 frame. He's down to 200 pounds, his lowest weight since joining Channel 3 in 1985 and 30 pounds below his middle-linebacker days

at Wake Forest.

Tilley will add yet another assignment to his menu next month, when he joins **Chris Evert** to broadcast the finals of the Virginia Slims tennis tournament from the Convention Center on Nov. 13.

Here's how his day will go: Morning show from 10 a.m. to noon. Head to tournament, which begins at 1 p.m. (It will be shown on tape at 4:30 because of the Eagles-Browns game on NBC at 1.) Immediately after the match, return to studio to host live Eagles postgame show.

Do the 6 and the 11 p.m. news; then *Sports Rap*. Tape two sports reports for Monday's 5:30 a.m. news.

If you think Tilley is trying too hard, he is. Dangling on the brink of extinction will do that to a person.

"Two years ago, for whatever reason, I got stopped in my tracks," he says. "Instead of just moving on, I wanted to find a way to work in this town. I thought about leaving, but this is where I wanted to be. Time and patience sometimes have their own reward."

So do management changes. Tough-guy general manager **Jonathan Klein** is now Group W Television boss, replaced by warm-and-wiggly **Tony Vinciguerra** in January '93. News director **Scott**

Herman has returned to radio in New York, replaced by **Jeff Bartlett** in January. Enter Lou Tilley, born again and smiling.

"When Jeff asked me if I could handle the hours," Tilley says, "I told him, 'Jeff, I'm well-rested.'"

Newsmakers *By W. Speers*

Knopf readies 1.5 million cop

Pope John Paul II will get the heavy-duty-author treatment this week when Knopf cuts loose 1.5 mil copies of his newest book, *Crossing the Threshold of Hope*, Thursday.

Previous books by John Paul sold between 4,000 and 100,000. In the 244-page *Crossing* — for which Knopf reportedly paid \$9 mil for U.S. rights — the pontiff answers 35 questions put to him by an Italian journalist. Knopf most high **Alberto Vitale** calls it "as close as you'll ever be to a private audience with the Pope. . . . By reading this book you capture the essence of Catholicism."

Locally connected

■ Flyers voice **Gene Hart**, his daughter/singer **Lauren**, and radio DJ **Chris McCoy** will be among those judging who'll perform the national anthem next month at the Virginia Slims tennis tourney's final match at the Convention Center. Auditions — for singers and instrumentalists, pros and amateurs — will be held Thursday, 6 p.m., at Korman Spites, 2001 Hamilton St. Winner gets VIP tix to the game. For details, call 215-654-7700.

Philadelphia Drama Guild actors **Tom Teti**, **Lisbeth Bartlett** and **Johnnie Hobbs Jr.** will perform dramatizations of short stories by **Woody Allen**, **Anne Tyler** and **James Baldwin** Monday at the Free Library at Logan Square, 7:30 p.m. Tix are \$5.

Philly pro athletes, as a promotion for **Walt Disney's World on Ice . . . Aladdin** — which split the Spectrum Sunday — were asked their wishes if they found a genie lamp. Of 14 released answers, only one player wished anything for anybody beyond himself or his small circle. Eagles linebacker **William Thomas** asked for "world peace." More typical were teammates **Mark McMillian** ("more money") and **Victor Bailey** ("three more wishes"), and the 76ers' **Dana Barros** ("to continue to improve my off-court business ventures").



Associated Press / LIONEL CIRONNEAU

Pop star Madonna and pet made the fashion scene in Paris on Friday. She donned a gold-sequined, transparent dress to view Jean-Paul Gaultier's 1995 spring-summer ready-to-wear collection.

Boze Hadleigh bases the book on interviews she had with the principals. Among the others: **Nancy Kulp**, Miss Hathaway on TV's *The Beverly Hillbillies*; **Tallulah Bankhead**, **Capucine**, **Judith Anderson**, **Majorie Main** (Ma Kettle) and **Sandy Dennis**.

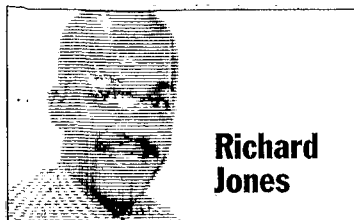
faithfully to the schizophrenic signals you're sending us, which is, 'Cut our taxes and increase our entitlements and do it in a noble manner so that we can have pride and respect in you.' He said Congress "is a good thing."

2042835561

Wednesday, October 19, 1994

B2

The Scene In Philadelphia and Its Suburbs



Richard Jones

Keeping the commuter's conscience alive

Some people called John C. Tumbelty — white-haired, slender and 90 — the sign man of Germantown. Others just called him crazy. They called Frederick Rhodes that, too. The two men shared that and a love for Lincoln Drive, each using the winding 1.7-mile strip to make a statement. Tumbelty with his signs, Rhodes with his speed.

If you've been on Lincoln Drive at any time during the last 20 years, you've probably seen Tumbelty, who kept a silent watch where Rittenhouse Street crosses the Drive. He was alone except for a sandwich board or a placard.

"No More Vietnams," the sign would read one day.

"Speak Out," it'd shout the next. "No Money for the MX," it'd cry out on yet another.

Starting sometime around 1972, the signs began to address war, nuclear armament, poverty, politics, apathy, the inner city, education, health care, child care, unemployment, humanitarianism,

housing and a host of other causes.

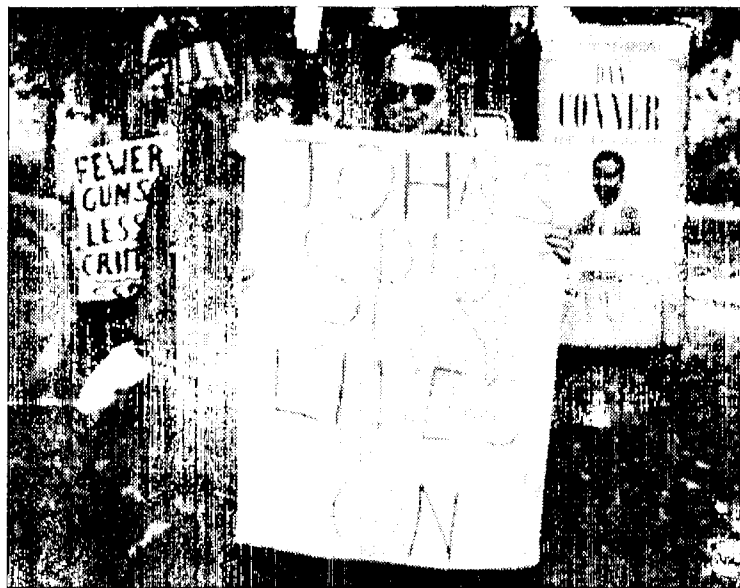
The former Pennsylvania Railroad employee and self-described "free-lance protester" said he wanted his signs to be the conscience of commuters. He once estimated he could reach 5,000 people an hour from his post. One of them was Fred Rhodes.

You've probably seen Rhodes out on Lincoln Drive, too. Or honked at him. Or shaken a fist. Or worse. He's the Willow Grove man who, after getting a speeding ticket on the drive, decided to stage his own form of protest. But Rhodes wasn't spurred into civil disobedience, but civil obedience; now he meanders along the drive at the 25 m.p.h. speed limit, much to the chagrin of those who whiz by doing 40 or more. Rhodes has a sign on his car: "Lincoln Drive Speed Limit 25 m.p.h. This traffic hazard brought to you by the stupidity of the Philadelphia Police and Traffic Engineering."

"It was all because of John Tumbelty," Rhodes said yesterday. "That man was my inspiration."

But recently, Rhodes hadn't seen his inspiration sitting at that familiar post. News reports of Tumbelty's death last week confirmed what he feared was true.

Monday, as he snailed along Lincoln Drive, he ran across a demonstration in Rhodes' honor. He stopped, took a few photographs and introduced himself to



FREDERICK RHODES

Hazel Evans and friends on Monday, carrying on the tradition.

Tumbelty's companion, Hazel Evans. Then he got back in his car and drove off — at 25 miles per hour. Some cars honked behind him. Others flashed their lights. Fists and fingers flew.

Somewhere, John Tumbelty was smiling.

Down in the Big D with the Eagles Brothers

For the big football match-up between Philadelphia and Dallas in Texas Stadium Sunday afternoon, Mike and Bill, the Eagles Brothers,

picked out their best outfits: matching T-shirts. Mike's had the letters E-A-G written in green ink. Bill's was the same, except it read: L-E-S. They might as well have put a couple of bull's-eyes on them.

The home fans in Irving, Texas, tore into them, but they weren't shaken. It takes more than a little ribbing to get to these guys, who left their homes in Doylestown nine years ago — Mike went to Seattle and Bill to Boulder — but haven't let the distance diminish their love for the Birds.

Relatives in the area send them copies of newspapers on the Monday after every game. They race to the sports bars in their areas that have satellite dishes bringing in the Eagles games every week. When they got tickets to Sunday's game though a friend, they drove 16 hours to get to the game. On the way, they listened to a tape of songs they wrote and recorded called *The Buddy Ryan Years, Vol. 1*.

"OHHHHHHHH-THHOOOOOO!" they shouted as Otho Davis took the field before the game. Davis is the Eagles trainer, so you can imagine the response the players got. Throughout the game, a 24-13 Eagles loss, you could see the brothers doing more screaming and yelling and jumping up and down.

"Sometimes, my wife gets worried," said Bill, 34. "She thinks I get a little crazy over the games."

Uh, Bill, she probably ain't the only one.

They're looking for a star-spangled singer

The folks who sponsor next month's Virginia Slims of Philadelphia tennis tournament will hold a contest tomorrow night to find someone to perform the national anthem before the championship match.

Interested singers and musicians can attend the National Anthem Contest tomorrow at 6 p.m. at the Catalina in Korman Suites, 2001 Hamilton St. For more information, call 215-654-7700.

2042835562

Going Out

By Kevin L. Carter

Oh, say, can you sing? If you think you can sing the National Anthem, the **Virginia Slims of Philadelphia National Anthem Competition** is for you. No matter if you're an amateur or a professional — just a patriotic sort with a good voice. The winner of the competition will sing the anthem at the Virginia Slims of Philadelphia pro tennis tournament final Nov. 13. Judges include **Gene Hart**, the voice of the Flyers; his daughter, singer **Lauren Hart**; WBEB-FM (101.1) morning personality **Chris McCoy**; and **Alexia Hudson**, Philadelphia Tribune entertainment writer. The competition, at Catalina at Korman Suites, 20th and Hamilton Streets, starts at 6 p.m. To register, call 215-654-7700.

■ **Dave Alvin**, former member of the Blasters and X, said he left both groups because he wanted to develop as a songwriter. He's done a few acoustic projects since then, but his heart is now electric. His newest group, the Guilty Men, is electric and high-energy. Expect Alvin to sing some Blasters and X songs and to beat up on his guitar at the North Star Bar. Also appearing will be **Iota**. Show begins at 9 p.m. Tickets are \$8. (215-235-7826.)

■ **Ibeji Performing Arts Company** and **Leja Dance Theatre** will close the Philadelphia Dance Alliance's City Dances '94 concert series with four performances, the first of which will be held at Mandell Theater, 3220 Chestnut St., tonight at 7:30. Tickets: \$10. Ticket information: 215-567-0670. Other information: 215-564-5270.

■ The wonderfully named **Raucous Brothers**, who mix roots-rock-reggae with Yankee rock and roll, will be the Reggae Night performers at Rex's Tavern, 300 W. Gay St., West Chester. The show starts at 9:30 p.m. Admission is \$2. (610-696-7769.)

2042835563

Thursday, October 20, 1994

THE PHILADELPHIA INQUIRER

Dinner at Ardrossan: Old-style elegance for museum backers

It was not black tie, and the guests sat at five tables, not the one big table the size of a deck shuffleboard court that normally graces the dining room. But those quibbles aside, the dinner **Robert Montgomery Scott** hosted last Thursday at Ardrossan, the Montgomery family estate in Villanova, for the members of the Chairman's Council of the Philadelphia Museum of Art was in the grand old style of quiet elegance.

"This is a wonderful house, a wonderful family," museum director **Anne d'Harnoncourt** said in brief remarks to the guests seated beneath 10 family portraits, the museum's top supporters, as well as **Hope Montgomery Scott** (who celebrated her 90th birthday at Ardrossan last spring). ★

Joining her were museum board chairman **Phil Berman**, **Daniel Butler**, **Jack Friedland**, **Sue Yun Locks**, **Bruce Toll**, **Martha (Mrs. I. Wistar) Morris**, **Mark Rubenstein** and **Susan (Mrs. Kenneth) Kaiserman**.

Seated with Miss d'Harnoncourt were **Victor Johnson**, **Dr. Andrea Baldeck**, **Norma Klorfine**, **Ken Kaiserman**, **Kathryn Hiesinger**, **Annette Friedland**, **Howard Lewis**, **Elaine Levitt**, and **Sidney Kimmel**. Joining Mr. Scott were **Stephanie (Mrs. Meyer) Eglin**, **Rena Rowan**, **Joel Gershman**, **Maude de Schauensee**, **Ann McPhail**, **Eileen and James W. Walker Jr.** and **Deborah (Mrs. C. Wanton Jr.) Balis**.

At another table were **Mary Ann Butler**, **Joan Johnson**, **Dr. Baldeck's husband**, **Bill Hollis**, **Robbi Toll**, **Lorna Hauslohner**, **Jack Lindsey**, **Kathy Fernberger**, and **Peppi Wister**. And at the fifth table were **Barbara Rubenstein**, **Ted Fernberger Jr.**, **Maxine Lewis**, **Leonard Klorfine**, **Gene Locks**, **Ruth Perelman**, **Don McPhail** and **Felice Fischer**.

Art activities

■ Thursday's dinner was the hub of a host of art world activity.

The night before, Oct. 12, at the **Locks Gallery** in Center City, Mr. and Mrs. Locks were hosts for a cocktail

the only one with its own circle of friends. Members are introduced to fine-art collecting through openings and visits to artists and private collectors so that they can learn to "collect the right pieces," she said.

Among those at the launching were **Dianne Semingson**, her husband, **State Sen. Craig Lewis**, **Judith Dooling**, **Vail Garvin**, **Anne Gates Yarnall**, and **Thelma and Philip Shtasel**.

The Art Museum, of course, has all sorts of support groups, and on Sunday, Mr. Scott hosted a party at Ardrossan for two of them, the corporate supporters and the Associates.

Among guests were **Dodo and Sam Hamilton**, **Marge and Brad Lee**, **Elizabeth and Stanhope Browne**, **Sallie and James Kise**, **Marsha Perelman**, **Marjorie**

Pincus, **Rhoda and Lou Fryman**, **Dr. William and Alice Lea Tasman**, **Robbie Schwarz**, **Bob Grinnell**, **Barbara Dickerson-Maier**, **Michelle and Craig Millard**, **Nancy Grace**, **Ed Bacon**, **Roland Bullard**, **David Benton**, **Margaret Chimples**, **Hannah Randolph**, **Anne Putney**, **Sarah Leary**, **Ann Hines**, **Sally Cooper Bleznak**, **Susan and Richard Ravenscroft**, **Brooke Roberts**, **Joan and Shelly Gross**, **Todd Cooke**, **Ben Coates**,



David Iams
Society

Bob Toole, and, briefly, **Bob Scott's father, Edgar**.

Last Thursday at the law offices of **Morgan Lewis & Bockius**, Mr. Toole, a member of the Associates, was among committee members attending a working lunch given by **Caroline Olson** for the museum's **Virginia Slims benefit party**, scheduled for Nov. 11, the night of the tennis tournament's quarterfinals. The evening, put on by the museum's corporate board and chaired by **Jill Segal**, will begin with cocktails and a live and silent auction in the Reading Terminal Arcade before guests go to the Convention Center for the match itself. For ticket information, call 215-684-7765.

Closer at hand, yet another museum support group, **Collab**, which handles a lot of the museum's con-

2042835564

Monday, October 31, 1994

On Radio By Kevin L. Carter

'CompuDudes' on line at 'XPN

Just so you'll know how long he's been into computers, let **Peter Cook** tell you about the first one he ever bought, way back in 1980, at the dawn of personal computers.

"It was called a ZX-81, from Sinclair, of England. It had only 16K of RAM, no permanent memory, and it stored all data on a cassette tape. I hung onto it because someday it'll be an antique."

That someday is probably now. And Cook hopes his weekly radio gig, the "CompuDudes" segment of WXPB's *Kid's Corner*, grows just as influential in broadcast circles as the PC has in every other aspect of our lives.

Cook and **Scott Manning** are the CompuDudes, two byteheads who blip across the airwaves at 'XPN (88.5) every Thursday from 7:30 to 8 p.m. as part of **Kathy O'Connell's** program.

For five years, the 'Dudes have helped educate the listeners of *Kid's Corner* about random access memory, modems, hard drives and the Internet — not to mention the relative merits of Mortal Kombat, Sonic the Hedgehog 2 and NHL '95 Hockey, a discourse often moderated by the Littlest CompuDude, **Justin Roman**, a senior at Masterman High School.

"We try to make this high-tech stuff understandable to the public," said Manning, 32, a computer programmer. "It's easier for the kids than the adults." (The 'Dudes also do an hour-long show for adults at 8 p.m. on the third Thursday of each month.)

The duo met at the Franklin Institute, where both worked when O'Connell put out a call for volunteers to answer phones. Later, while manning the lines at 'XPN, O'Connell asked if anyone on the premises knew about computers.

"We knew about computers, but we knew nothing about radio," Cook said. He added that he and Manning have learned a lot about the medium since.

In the beginning, the "CompuDudes" segments were relatively haphazard. Although their services are still mostly volunteer, the 'Dudes have increased the time they devote to the show. These days, Cook says they put in eight to 10 hours a week.

The CompuDudes' adult show came about when Cook, 31, an educational program coordinator for the Academy of Natural Sciences, began thinking that some of the kids' queries sounded strange coming from young voices.

"Some of the questions, like, 'What's wrong with my 486?' were obviously written by these children's parents," said Cook. "The parents thought they weren't allowed to call."

"They're just the best," said O'Connell, who as producer of *Kid's Corner* watches over the 'Dudes.

"As their friend, I have been, like, 'Come on, get paid for this.' But as a producer, I think that if they're willing to donate time and resources, that's OK."

In fact, the duo — who have appeared on Channel 3's *News 3 Weekend* and who write regularly for *Metrokids*, a parents' newspaper — are searching for sponsorship, preferably from a big computer company.

The CompuDudes want to go to national radio.

"That's what we're shooting for," said Cook. "We looked at other [computer shows] out there, and we've seen a lot of talking heads. It gets boring. We just want to give a no-nonsense approach and provide honest answers."

Short waves. David Witz has resigned as production director at WYXR-FM (104.5) to become a partner in GPKG, a Center City advertising agency. Witz has one of the most listened-to voices in Philadelphia radio because he does gobs of voice-over work for commercials. ... **Russ Mottla**, formerly of Baltimore's contemporary-hits WYYY-FM, replaces the departed **Tom Calderone** as program director at WDRE-FM (103.9).

... **Joe Pellegrino**, on during afternoon drive-time at WSSJ-AM (1310) in Camden, will sing the National Anthem on opening night at the Virginia Slims of Philadelphia professional tennis tournament next Monday. ... **O.J. Simpson**, presently a guest of Los Angeles County, has been replaced on Infinity Broadcasting's board of directors by Bloomingdale's CEO **Jeff Sherman**. Infinity owns, among other stations across the country, WYSP and WIP-AM (610).

2042835565

M E T R O P O L I S

DEBRA NUSSBAUM

Pro tourists

Center City will be teeming with tennis talent this week as the Virginia Slims of Philadelphia tournament starts tomorrow in the Convention Center.



What do the stars say they like to do in these parts when they're not on the court?

Steffi Graf (top): Catch the Eagles and the Flyers.

Gabriela Sabatini (middle): People-

watch on South Street, shop on Walnut.

Gigi Fernandez (bottom)



and Natalia Zvereva: Head to the casinos in Atlantic City. (We hear that last time these doubles champs hit the boardwalk, they did pretty well for themselves.)

Ashes to ashes

The Virginia Slims tournaments reminds Metropolis (surprise!) of cigarettes. It seems we've done a real good job at educating small children about the dangers of smoking. One suburban Sunday school teacher says she was trying to explain to her students that God loves everyone, "even people who look and act in a different way than we do."

A perplexed 5-year-old raised his hand.

"Does God even love people who smoke?" he asked.

Model mottoes

We've criticized trashy T-shirts in the past. Now, as the Christmas catalogues pile up, we'll give our award for gentler, more tasteful but still funny T-shirts to the Wireless catalogue. What else would we expect from the fans and friends of public radio? Our three favorite slogans:

My Next Husband Will Be Normal.

Veni, Vidi, Vegi. I came, I saw, I had a salad.

Eat Right. Exercise. Die Anyway.

Model T's

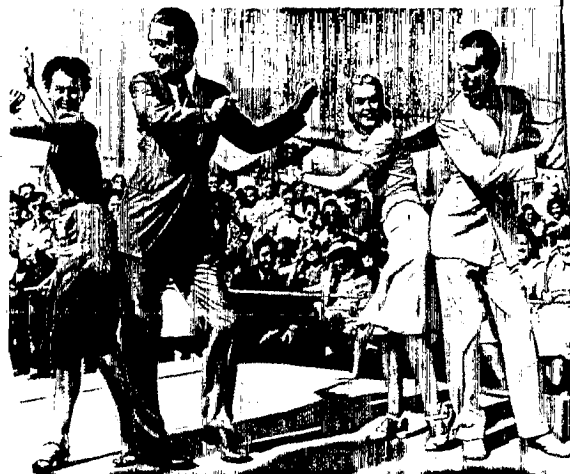
Speaking of T-shirts. . . . Call them comfort clothes. When we feel insecure we go back to the things that made us feel good years ago.

This would explain why

we see so many college kids wearing T-shirts sporting Big Bird, Cookie Monster, and other residents of Sesame Street. They're reminders of simpler times.

The over-35 set wants to wear its childhood heroes, too. Swago T-Shirts, a Fort

Lauderdale company, fills 100,000 orders a year for shirts with guys like Mig Mouse and Underdog. Who buys them for \$15 pop? "Old people," says executive assistant Chris Baker, age 28. Yes, Boo that means you.



The way we were

Here's the 1939 version of gettin' down with your bad self. It's the "boops-a-daisy," being danced at the World's Fair in New York, and the photograph above appeared in the Philadelphia Record. Did the audience ever recover from shock?

It's one of a collection of photographs that will be part of the "Making History" exhibition at the Historical Society of Pennsylvania, 13th and Locust Streets, beginning Nov. 18. The exhibit

CITY LITE

2042835566

INSIDE: METHUSELAHS OF THE PLAYING FIELD

I N Q U I R E R

November 6, 1994

The Philadelphia Inquirer Magazine

Chris Evert returns — to the mike — for Phila. tennis tournament

Tennis legend **Chris Evert** isn't sweating over her comeback at this week's Philadelphia Virginia Slims tournament. Her broadcast comeback, that is.

"Let me put it in a gentle way," says Evert, who turns 40 next month. "If I were doing the finals of Wimbledon, I think I'd be panicking. This is a big tournament, but the eyes of the world won't be watching the match. There won't be as much pressure. I can be more at ease, more conversational."

Evert will do color commentary for Channel 3's telecast of the Slims final Sunday from the Convention Center. KYW's **Lou Tilley** is set for play-by-play. The match will air, on tape, from 4:30 to 6 p.m., after the Eagles-Browns game on NBC. The tournament begins today.

Evert, who retired in 1989 after 17 years and 18 Grand Slam titles, began her broadcast breather in August 1993. **Nicholas Joseph**, second child for her and former U.S. Olympic skier **Andy Mill**, was born in June '94. Brother **Alex** is 4.

With two years remaining on her five-year NBC contract, Evert could use the microphone practice. She does four major tournaments a year, including Wimbledon and the French Open.

Along with her TV work, Evert is still a major player on the endorsement circuit, pitching the same products she did before she retired. She's still fit, too. Playing

Gail Shister
TV/Radio
Talk



tennis two or three times a week and running "gives me the energy to be with my kids. I'm home with them 90 percent of the time."

Speaking of kids, Evert was only 15 when she played her first pro tournament. She turned pro three years later. Although many argue that the minimum age for the women's tour — just raised from 14 to 16 — is too low, Evert doesn't see it that way.

"I know from my experience, I could handle it, emotionally, at 16. You still need to limit the number of tournaments, maybe one a month, and encourage education. You can't let 'em play 35 tournaments and quit school."

Monica Seles, **Steffi Graf** and Evert were all ranked No. 1 in the world at 17, she says. "It depends on the type of child you are. Some kids handle it better than others."

Life on the pro tour "is totally unrealistic," Evert adds. "You're a winner or a loser. People kiss up to you when you're winning. . . . Kids see that million-dollar mark for endorsements and prize money but sometimes they're not mature

enough to understand what goes with it."

Unlike most athletes, Evert looks forward to the big Four-Oh.

"Everything's settled now. My life is calmer. I feel in control, just taking what I have and going with it. In my 20s, I didn't have a clue. In my 30s, I sort of experimented with different lifestyles. I got married, divorced, remarried, retired, had kids. That's a lot of adjustments and big events."

And if her sons want to be pro tennis players? Well, Evert won't stand in their way, but she won't encourage them, either.

"I hope they don't pick tennis because they'll have added pressure — more eyes on them because they're related to me. Knowing what I know now, I'd try to make it fun, play down the winning and

losing. I'd say, 'You sure you don't want to go to the beach?'

"I'd rather have them live a normal life, go through high school and college."

Evert never made it to college, a fact she regrets more socially than academically, she says. "I went from high school to a world of older

women and only women. I'm not sure how healthy that was. It's good to be in mixed company and with kids your own age, having boyfriends your own age.

"Traveling was the culprit. Nobody was ever around long enough. I don't regret it. I learned a lot from the travel. I'm just happy I finished high school."



Chris Evert:
Color
commentary
on Ch. 3.

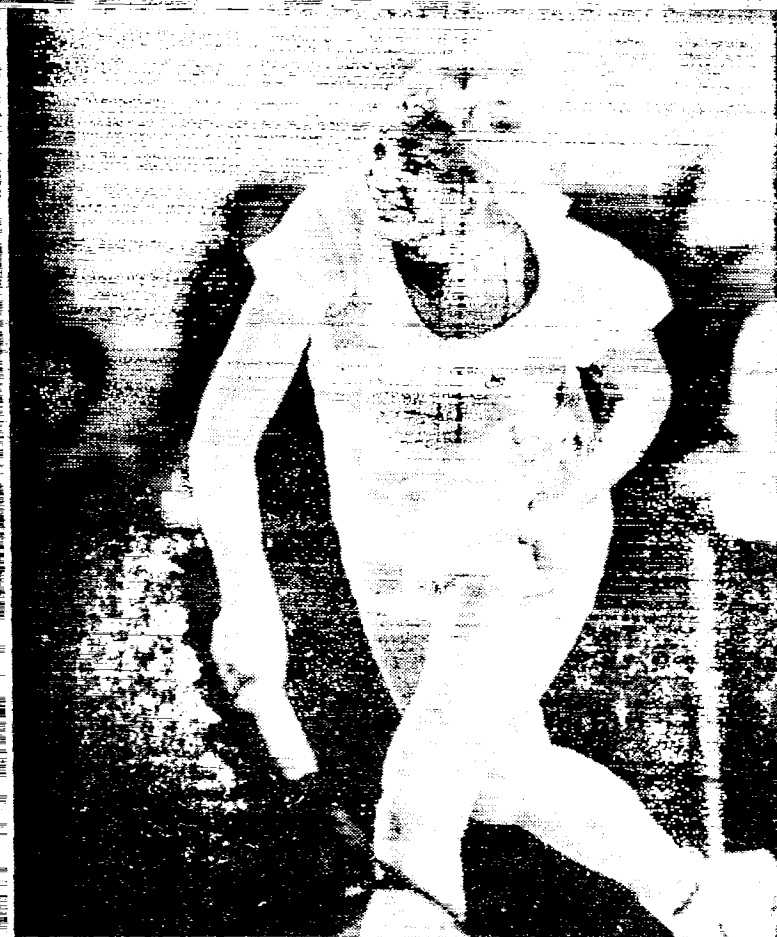
2042835567

Friday, November 11, 1994

Weekend

Winners

Inside
Cover



The Philadelphia Inquirer / GERALD S. WILLIAMS

Second-seeded Mary Pierce will play Saturday.

Convention Center the spot for tennis

Tennis anyone?

More like, tennis *everyone*, as the Virginia Slims of Philadelphia tournament hits the Convention Center courts this weekend.

Top-seeded athletes compete today through Sunday in the main exhibit hall. Quarterfinals begin at 11 a.m. and 7 p.m. today, semifinals at 2 and 7 p.m. Saturday, and the tournament final starts at 1 p.m. on Sunday. Tickets range from \$20 to \$35. The Convention Center is at 12th and Arch

Streets. Phone: 215-654-7700.

Off court, you have a chance to rub tennis elbows and nibble on catered food at a cocktail party and silent auction — benefiting the Philadelphia Museum of Art — starting at 5 tonight. Among items on the block are autographed sports items, memorabilia, weekend getaways, gourmet gift packages, and catered dinners. The event is at the Reading Terminal Arcade, 1100 Filbert St. Tickets are \$50. Phone: 215-684-7765.

2042835568

SUNDAY / PRIME TIME

BROADCAST HIGHLIGHTS

4:30 p.m. 3 Tennis Chris Evert returns to broadcasting, joining Lou Tilley and Ukee Washington for taped coverage of today's final of the Virginia Slims of Philadelphia tournament at the Pennsylvania Convention Center. (1½ hrs.)

9 p.m. 3 JFK Part 1 of 2. Few mainstream movies have been as controversial as Oliver Stone's 1991 film about New Orleans District Attorney Jim Garrison's investigation of the assassination of President Kennedy. Stars Kevin Costner, Sissy Spacek, Tommy Lee Jones and Laurie Metcalf; watch for quite a few other familiar faces. (2 hrs.) Concludes at the same time Wednesday.



Timothy Dalton

9 p.m. 10 Scarlett Part 1 of 4. The sequel to *Gone With the Wind* stars Joanne Whalley-Kilmer and Timothy Dalton. (See cover story on Page 4.) (2 hrs.) Continues at the same time on Tuesday.



David Rintoul

10 p.m. 12 Dr. Finlay II Part 1 of 6. David Rintoul returns to the role of A.J. Cronin's Scottish physician in the first of six new inter-connected stories. With Ian Bannen and Annette Crosbie. (1 hr.) Also shown on 39 at 9 p.m.

6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30
News	425	10:00	10:30	11:00	11:30	12:00	12:30	1:00	1:30	2:00	2:30

SPORTS: LIVE ON TV

For updated Sunday sports listings, see today's Sports Section, Page 3. For late-night rebroadcasts, see Night Owl grids.

SUNDAY

Noon (SC) Football Hofstra at Delaware.
12:40 p.m. (ESN) Auto Racing NASCAR 500.
1 p.m. 3 Football Cleveland at Eagles.
4 p.m. 6 Golf Shootout Championship.
4 p.m. 29 Football Dallas at San Francisco.
4 p.m. (SC) Tennis European Community Championship, singles final.
4:30 p.m. 3 Tennis Virginia Slims of Philadelphia.
5 p.m. (ESN) Golf Senior Tour Championship, final round.
8 p.m. (ESN) Football Tampa Bay at Detroit.
8:30 p.m. (SC) Football South Carolina at Florida.

MONDAY

3:30 p.m. (SC) Baseball Yomiuri Giants at Seibu Lions. Japanese World Championships, Game 5.
7 p.m. (SC) Tennis Virginia Slims Championship, early-round matches, from New York.
9 p.m. 6 Football Buffalo at Pittsburgh.

9 p.m. (ESN) Auto Racing ARCA 500K, from Hampton, Ga.
11 p.m. (ESN) Drag Racing NHRA Shootout, from Indianapolis.
12:30 a.m. (SC) English Soccer Liverpool vs. Nottingham Forest.

TUESDAY

1 p.m. (ESN) Tennis ATP World Championship, early rounds.
7:30 p.m. (SC) Basketball 76ers at Detroit.
8 p.m. (TNT) Basketball San Antonio at Denver.
9 p.m. (USA) Boxing Hector Camacho vs. Louis Velder, welterweights, 10 rounds, from Erie, Pa.
10 p.m. (SC) Tennis (Joined in progress.) Virginia Slims Championship, early-round matches.
4 a.m. (SC) Tennis (Joined in progress.) European Community Championship, singles final.

WEDNESDAY

The Philadelphia Inquirer

TV WEEK

NOVEMBER 13 TO 19

9:30 p.m. (ESN) Boxing From Los Angeles.
10 p.m. (SC) Baseball Seibu Lions at Yomiuri Giants. Japanese World Championships, Game 6.
Midnight (ESN) Basketball New Mexico State at USC.

THURSDAY

11:30 a.m. (SC) Auto Racing Formula II Super Cup.
1 p.m. (ESN) Tennis ATP World Championship, Early Rounds, from Frankfurt, Germany.
2 p.m. (SC) Basketball Croatian National Team at Georgia Tech.
4 p.m. (ESN) Golf Mexican Open, first round.
8 p.m. (TBS) Basketball Chicago at Houston.
9 p.m. (SC) Tennis Virginia Slims Championship, quarterfinal matches, from New York.
9:30 p.m. (ESN) Basketball Southwestern Louisiana at Memphis. First-round NIT game.

FRIDAY

1 p.m. (ESN) Tennis ATP World Championship, from Frankfurt, Germany.
3 p.m. (SC) Women's College Soccer NCAA Tournament, first round, from Portland, Ore.
10 p.m. (ESN) Golf Shark Shootout, first round.
10 p.m. (SC) Women's College Soccer NCAA Tournament, second semifinal.
11 p.m. (SC) Tennis Virginia Slims Championship, quarterfinal matches, from New York.

Slims Championship.
7:30 p.m. (ESN) Basketball NIT Quarterfinal.
7:30 p.m. (PSM) Basketball L.A. Clippers at 76ers.
8 p.m. (TNT) Basketball Seattle at Indiana.
9:30 p.m. (ESN) Basketball NIT Quarterfinal.
Midnight (ESN) Basketball NIT Quarterfinal.

SATURDAY

Noon 6 Football Michigan at Ohio State.
Noon (SC) Football Big East Game of the Week.
12:30 p.m. (ESN) Women's College Basketball Purdue vs. Stanford, Tip-Off Classic, from Jackson, Tenn.
1:30 p.m. 3 Football Air Force at Notre Dame.
2:30 p.m. (ESN) Tennis ATP World Championship, from Frankfurt, Germany.
3:30 p.m. 6 Football Open, third round.
4 p.m. 10 Golf Shark Shootout.
4 p.m. (SC) Tennis Virginia Slims Championship, first semifinal, from New York.
5 p.m. 3 Basketball Hoop-It-Up.
6 p.m. (ESN) Golf Mexican Open, third round.
6:30 p.m. (SC) Football Pac-1 Game of the Week.
7:30 p.m. (ESN) Football 11 p.m. (SC) Football Northwestern at Penn State.
12:30 a.m. (ESN) Rodeo Grand National Cow Palace Rodeo.

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MUTUAL
PRESS CLIPPING SERVICE

SEP 19, 1994

PHILADELPHIA
INQUIRER
PHILADELPHIA, PA

AM - 527,000

SUN - 986,000

PH 1

see 5N
- At the Convention Center

Event	Date	Attendance
ARA Frontline Managers Meeting	Sept. 23-24	650
Annual Graph Expo†	Sept. 25-28	20,000
Gold Ink/Hall of Fame Banquet	Sept. 26	600
National Geographic Sale*	Oct. 7-10	15,000
Physicians Association for AIDS Care	Oct. 13-14	500
Zeta Phi Beta Sorority Banquet	Oct. 15	700
Penwell Publishing-Chem Safe Conf. & Expo	Oct. 18-20	7,000
USAir Vacation Show†	Oct. 18	600
Peak Performance International Inc.	Oct. 19	2,000
Computer Office Systems Trade Show*	Oct. 19	3,500
Kingdom Tours†	Oct. 20	700
Albert Einstein Medical Center Banquet	Oct. 22	500
Kids Fair*	Oct. 23	15,000
Philadelphia Chapter of Links Inc.	Oct. 23	500
Phila. Commission/Human Relations Banquet	Oct. 24	500
Psychotherapy Seminar	Oct. 29	500
Alling & Cory Banquet	Nov. 2	700
Nat'l Catholic Family Life Ministry Conference	Nov. 4-5	600
Zoar Church Bicentennial	Nov. 5	800
Philadelphia Barber & Beauty Trade Show†	Nov. 6	8,000
Virginia Slims Tennis Tournament*	Nov. 7-13	25,000
Philadelphia Craft Show*	Nov. 10-13	30,000
Int'l Carpentry Apprenticeship Contest	Nov. 13-14	1,300
Wharton Small Business School Meeting	Nov. 15	500
Lessons in Leadership Seminar	Nov. 15	650
CHE Convocation Middle States Association	Dec. 2	1,500
Phila. Bar Association Andrew Hamilton Ball	Dec. 3	700
Price Waterhouse	Dec. 3	700
CoreStates Seminar	Dec. 7	900
Pennsylvania Bar Institute Meeting	Dec. 9	500
Artrider Productions Craft Show*	Dec. 10-11	2,500
Homer Associates Banquet	Dec. 10	1,500

†Trade show. *Open to the public.

SOURCE: Pennsylvania Convention Center Authority

The Philadelphia Inquirer

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MUTUAL
PRESS CLIPPING SERVICE
OCT 17, 1994

PHILADELPHIA
INQUIRER
PHILADELPHIA, PA

AM - 527,000
SUN - 986,000

At the Convention Center 2003N

		Attendance
Penwell Publishing-Chem Safe Conf. & Expo	Oct. 18-20	7,000
USAir Vacation Show†	Oct. 18	600
Peak Performance International Inc.	Oct. 19	2,000
Computer Office Systems Trade Show*	Oct. 19	3,500
Kingdom Tours†	Oct. 20	700
Comic Book Spectacular*	Oct. 21-23	10,000
Albert Einstein Medical Center Banquet	Oct. 22	500
Kids Fair*	Oct. 23	15,000
Philadelphia Links Inc. Luncheon	Oct. 23	600
Phila. Commission/Human Relations Banquet	Oct. 24	500
Business Opportunities Conference	Oct. 25-26	500
Celebrate Age Expo*	Oct. 26-27	20,000
Psychotherapy Seminar	Oct. 29	500
Alling & Cory Banquet	Nov. 2	700
Nat'l Catholic Family Life Ministry Conference	Nov. 4-5	600
Philadelphia Ski and Travel Show*	Nov. 4-6	8,000
Zoar Church Bicentennial	Nov. 5	800
Family Night Special Event	Nov. 5	600
Philadelphia Barber & Beauty Trade Show†	Nov. 6	8,000
Virginia Slims Tennis Tournament*	Nov. 7-13	25,000
Philadelphia Craft Show*	Nov. 10-13	30,000
Int'l Carpentry Apprenticeship Contest	Nov. 13-14	1,300
Wharton Small Business School Meeting	Nov. 15	500
UNCF Sportsball '94	Nov. 15	500
Lessons in Leadership Seminar	Nov. 15	650
Peak Performance International Seminar	Nov. 16	2,000
Pennsylvania Bar Institute Seminar	Nov. 17-18	700
Apostolate for Family Consecration	Nov. 18-20	8,000
Philadelphia Tribune 110th Anniversary	Nov. 18	1,800
Philadelphia Bar Association Annual Conference	Nov. 29-Dec. 2	2,000
CHE Convocation Middle States Association	Dec. 2	1,500
Phila. Bar Association Andrew Hamilton Ball	Dec. 3	700
Price Waterhouse	Dec. 3	700
CoreStates Banquet	Dec. 7	900
Pennsylvania Bar Institute Meeting	Dec. 9	500
Artrider Productions Craft Show*	Dec. 10-11	10,000
Homer Associates Banquet	Dec. 10	1,500
Philadelphia Black Professionals Reception	Dec. 17	1,700

† Trade show. * Open to the public.

SOURCE: Pennsylvania Convention Center Authority

The Philadelphia Inquirer

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Key Regional

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Business

Small events get warm reception at center

by **Jenice M. Armstrong**

Daily News Staff Writer

Earlier this month, Antoinette Segar Stanford's wedding dreams were fulfilled.

After a ceremony at the Solid Rock Baptist Church in South Philadelphia, she and her high school sweetheart, Keith Stanford, climbed into a limousine and headed for their reception at the Pennsylvania Convention Center.

Yes, the Convention Center!

"It was wonderful," Stanford said. "They dimmed the lights. It made the inside look so elegant."

"It was so beautiful," she added. "You wouldn't think it was a meeting room."

Since opening to much fanfare last year, the \$523 million Convention Center, at 12th and Arch streets, has become a popular site for more than just trade shows and conventions.

When it isn't full of badge-wearing conventioners and trade-show attendees, the center increasingly is playing host to such events as dinner-dances, business meetings and other activities.

Later this year, famed party-

thrower Henri David will hold his annual Halloween bash at the center; the Virginia Slims of Philadelphia Tennis Tournament will be played there; area residents Claudio A. Ramos and Naomi Burgos will hold their wedding reception there, and several local African-American professional organizations will hold a party there at Christmastime.

Some local businesses say they had expected to lose out somewhat to the Convention Center, but say the loss would be offset by the new business coming from it.

"It's a competitor in the local market, but in the long run it's far more a plus than a competitor," said Steve Poses, who owns the Frog-Commissary, a local caterer. "In the long run, they're not going to be that interested in weddings and bar mitzvahs."

Convention Center officials say they try not to compete with local establishments.

"We try to be extra sensitive to that," said Claude Legris, the Convention Center's senior sales manager. "We're not in the business of stealing other people's business."

"But when the business comes



Keith and Antoinette Stanford held wedding reception at center

to us," he added, "we open the door."

The reasons for the Convention Center's popularity vary.

Take Barbara Steinman, who's reserved a date in May 1996 for the bat mitzvah of her daughter, Jordana.

The center has special meaning for Steinman, she said, because her late husband, Neal, helped arrange some of the bond deals to finance the center's construction. He was chairman of Blank, Rome,

Comisky & McCauley's public finance department.

"This will add to the feeling that he's with us, because he was instrumental in making this Convention Center happen," Steinman said.

Convention Center officials say they'll handle such events as long as the center isn't fully booked. They say they anticipate a time when they won't be able to host so many local events, because the center will be booked with lucra-

tive national events.

"Every dollar that comes in is a dollar that otherwise would have gone somewhere else," Legris said.

And dollars are what tipped the Sanford's decision to have their wedding at the center.

They paid \$18 a plate for dinner — spinach salad, chicken with apple stuffing, candied yams, string beans and chocolate cake. Other places they checked charged \$25 to \$35 for comparable menus. The total cost of their reception for 267: about \$6,000.

"Those rates for that type of catering are generally for convention groups that are bringing people into the city," explained Chris Yoshii, a senior associate for Economics Research Associates in San Francisco.

"Convention centers are subsidized by tax dollars," he added. "Other places can't compete."

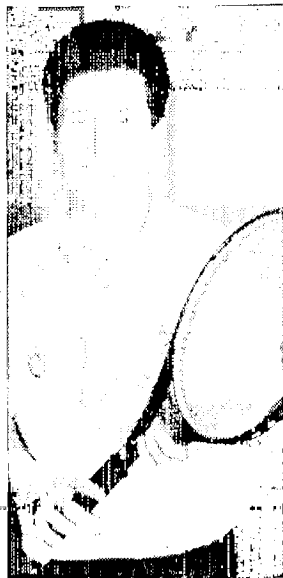
Most major convention centers, Yoshii said, don't do many small events.

"A wedding banquet is pretty unusual at a convention center."

Convention Center officials say they're just trying to ensure that the center benefits everyone. ■

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ONE OF US
His racket
is training
kids for court



SUSAN WINTERS/ DAILY NEWS

VICTOR URZUA

Age: 26

Lives: Haverford, Montgomery County.

Family: Single.

Career: Tennis instructor at the Julian Krinsky School of Tennis, Gulph Mills Tennis Club, coach, Rosemont College, trains ball kids for the Virginia Slims Tennis Tournament.

Got Started: Began at 10, was in competitive tournaments by 12. Started teaching at 18.

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Education: Attended Ferris State University in Michigan. Has a degree in sports management.

Ball kid basics: They must be courteous, attentive, know tennis, and want to play tennis.

Former ball kid: Was a ball kid at 13 in Canadian Tennis Championships and other tournaments. "You get to see the tournament and the players behind the scenes. You see the side of the players that the public doesn't see."

About the Players: "John McEnroe is a very, very nice person one-on-one. He does have an attitude on the court, but there is another side to him. Chris Evert is a very decent person. She is one of the few players who always says please and thank you."

Other hobbies: No time for other hobbies.

— Edward Moran

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Tattle:

"That part, I have to admit, I did that because I needed to or else I had to take in washing."

— Actress **Diane Wiest** on why she took the part of the mom in the Chevy Chase bomb *"Cops and Robbersons"*

Madonna aches to be with child

Madonna desperately wants to have a baby. The singer also says in an interview she may have finally found her perfect partner.

The British Broadcasting Corporation, releasing brief advance extracts yesterday of the TV interview to be aired Sunday night, mentioned no names when referring to Madonna's new man.

It also kept under wraps Madonna's exact quotes about the plans for her love life.

"At the age of 36, Madonna tells of her passionate desire to find a partner and start a family," the BBC

says of Madonna's interview, conducted in Paris.

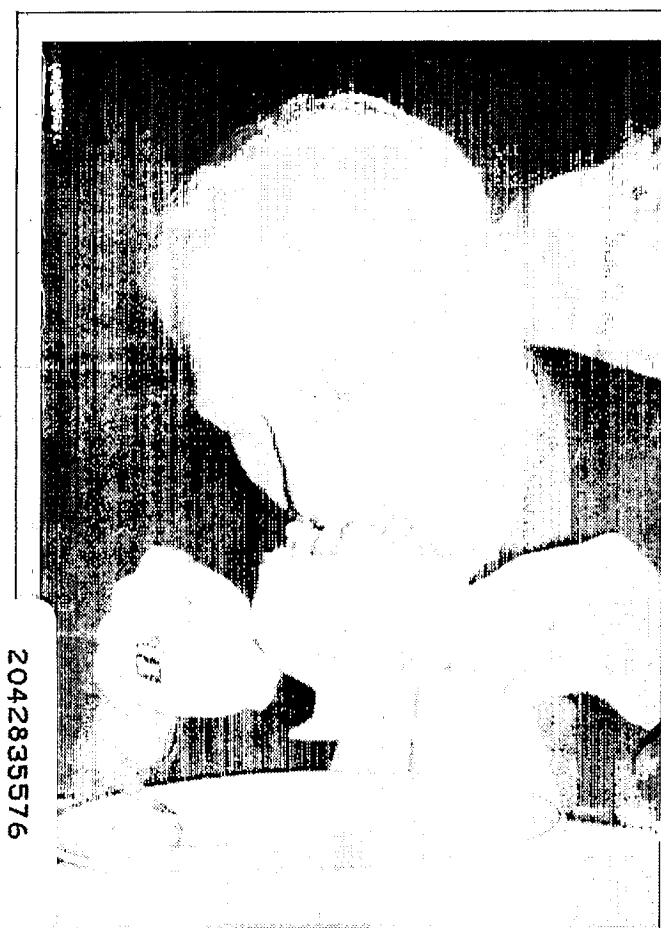
Madonna said she regretted the breakup of many love affairs, particularly with Warren Beatty, with whom she starred in *"Dick Tracy."* Madonna said she really cared for and loved Beatty.

The singer, also famed for her book *"Sex,"* said Beatty was funny and smart.

"I definitely spent a couple of hours a day picking his brains," she said.

GO WEST, YOUNG MAG

"I saw up close what happens



ASSOCIATED PRESS

TASTE TEST

Paul Newman digs into a bowl of caramel popcorn as he judges the Culinary Oscars at New York's Rainbow Room restaurant yesterday. The recipe contest, sponsored by the actor's line of Newman's Own food products and Good

Wedding belles

Welcome to the hitching post

Virginia Slims of Philadelphia tournament

director **Barbara Perry** (who's also **Jennifer Capriati's** agent) last Saturday married **Carter Fletcher**, an advertising and political consultant, at the Manufacturers Golf & Country Club in Oreland, Pa. Among those attending were tennis legends **Chris Evert**, **Virginia Wade** and **Billie Jean King**. Stu's Spies say Evert was very blonde and very slim, regaining her great form after childbirth in June. After dinner, Carter dedicated a recorded version of "Philadelphia Freedom" to Billie Jean.

■ Welcomat City Journal reporter **Michael McGettigan**, 40, will say "so long" to the Single Life this Saturday as he weds archaeologist **Kathy Krattenmaker**, 37. They've been a item for five years and will honeymoon for a week. I'll make no jokes connecting Mike's age and Kathy's profession. (Make them yourself.)

Hot & happening

At WIP, former Eagles linebacker **Garry Cobb** is working without a contract, say Stu's Spies. The knowledgeable and affable retired linebacker has an offer from his current employer, but is



Eli's on the River, where he relaxed and enjoyed the view ... Also enjoying views is Common Pleas Court Judge **Webster Keogh**, who loves to sit at the window when he lunches at **Mace's Crossing** (17th & the Parkway) because he spots so many familiar faces — guys he sentenced in his court ...

That was one of Our Town's leading designers, **Karen Daroff**, huddled over dinner at **Striped Bass** (15th & Walnut) with former Phillies star (and current broadcaster) **Garry Maddox**. They were going over designs for his new house.

Happy secret

Because the Eagles play the Oilers Monday night at the Vet, the Philadelphia and Houston **Ronald McDonald Houses** were invited to nominate a child who's been served by the house to take part in festivities that recognize the **McDonald's** charity.

Seth Linsinbiger, 12, of Harvey's Lake, Pa., and **Jason Kelmel**, 16, of Midland, Texas, were chosen.

Here's the secret: While the boys know they are part of the event, they *don't* know they will participate in the coin toss.

Don't tell 'em, OK?

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Business

MUTUAL
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OCT 24, 1994

DAILY NEWS
PHILADELPHIA, PA

PM - 228,000
SAT - 146,531
PH 3

CHAMBEREvents 2005N

OCTOBER 26: Hiring and Firing: Control Your Business & Stay Out of the Courtroom

Get the facts about your legal rights and obligations as an employer. Sponsored by Cohen, Shapiro, Polisher, Shiekman & Cohen.

8:00 a.m. - 12:00 p.m. at the Chamber. ☎ 972-3931.

OCTOBER 27: Chamber Connection

Learn about the many programs and services the Chamber offers its members.

8:15 - 9:30 a.m. at the Chamber. ☎ 972-3938.

OCTOBER 27: Micro Marketing

Learn how much it really costs to effectively market a product or service. This program is geared for participants in the CHASE Start-Up Certificate Series.

6:00 - 8:00 p.m. at the Chamber. ☎ 972-3964.

OCTOBER 28: Overcoming Resistance to Change

Understand the change process and select the appropriate strategies to implement your company's Employer Trip Reduction Program. Sponsored by USAir.

8:30 - 11:00 a.m. at the Sheraton Society Hill, Philadelphia. ☎ 972-3991.

NOVEMBER 1: 10th Annual Changing Employee Relations Seminar

Learn about the rules, regulations and responsibilities you have as an employer. This program is presented by Montgomery, McCracken, Walker & Rhoads.

9:00 a.m. - 5:00 p.m. at the Adam's Mark Hotel, Philadelphia. ☎ 972-3924.

NOVEMBER 7: Tennis anyone?

It's Chamber Night at the Virginia Slims of Philadelphia Tennis Tournament. The evening begins at 5:30 with Business After Hours at Reading Terminal Market. Then it's on to the Pennsylvania Convention Center to watch your favorite player ace the competition. ☎ 972-3966.

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